October 1990 Monthly Survey November 2, 1990

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER CONFIDENCE TUMBLES: RECORD THREE-MONTH DECLINE

Record Fall In Consumer Optimism

The Index of Consumer Sentiment fell to 63.9 in the October 1990 survey from 72.8 in September, leaving it 30 Index-points below the October 1989 reading of 93.9. Most of the decline was recorded during the past three months, when the Index fell by a total of 24.3 Index-points. This was the largest three-month decline in the history of these surveys.

The Index reached its cyclical peak of 101.0 in March of 1984, and for the following five years remained at relatively high levels. Since the start of 1989, when the Index stood at 97.9, it has declined by a total of 34 Index-points. The extent of this decline compares closely with the total peak-to-trough decline prior to the 1973-75 recession (a 37.6 Index-point decline) and the decline prior to the twin recessions of the early 1980s (a 38.5 Index-point decline). Although the current Index level of 63.9 is still above the all-time record low of 51.7 (May 1980), the cyclical lowpoints have usually been recorded toward the middle of the recession period not at it inception.

While confidence is likely to decline even further as recessionary forces grip the economy, it has rarely declined in an uninterrupted fashion from peak to trough. It can be expected that a one-month rebound might temporarily reverse some of the sharp recent losses. A reversal in the underlying downward trend, however, would require repeated improvements over an extended period of time.

Overall, the recent results indicate that cumulative cutbacks in consumer spending can be expected in the coming months. In past cycles, downturns in consumer attitudes have occurred on average from six months to one year in advance of spending cutbacks. Given the losses recorded since July, the impact on consumer spending can be expected from year-end through the first half of 1991.

Widespread Loss Of Confidence

The October decline was widespread among all population subgroups and across all of the various attitude and expectation measures.

Among families with incomes of $30,000 or more, the Index fell to 69.4 in October, from 75.7 one month earlier and 100.2 one year earlier. During the past three months, the Index among higher income families fell a total of 24.5 Index-points.

The sentiment index fell by a comparable amount across all age groups during the past three months. For respondents under age 35, the consumer sentiment fell by 23 Index-points from July to October; among those aged 35 to 54, it fell 25 Index-points; and for those 55 years or older, the Index fell 23 Index-points from July to October.

Among residents of the North Central region, the Index fell to 63.6 in October, a decline of 29.7 Index-points from three months earlier; among residents of the Northeast, the Index fell to 59.8 in October, a 22.8 Index-point decline from three months earlier; among residents of the Western region the Index fell to 67.6 in October, a decline of 22.5 Index-points; and among Southern residents the Index fell to 64.5, a drop of 20.8 points from three months earlier.

Expectations Component Sharply Lower

The Index of Consumer Expectations, the component of the Index of Leading Indicators, fell to 50.9 in the October 1990 survey, from 58.8 one month earlier and 87.2 one year earlier. During the past three months, the Expectations Index declined by 26.4 Index-points--a 34% drop from its July level. The all-time record low in the Expectations Index was 44.2, recorded in July 1979. The October decline was due to both less favorable expectations for the national economy as well as for personal finances.

Economy In Recession

In the October 1990 survey, 74 percent of all respondents thought that the national economy had worsened during the past year, up from 62 percent one month earlier and just 39 percent three months earlier. When asked about prospects for the year ahead, 43 percent of all respondents thought that conditions in the general economy would further worsen, more than twice the 20 percent recorded three months earlier.

Just 14 percent of all families expected good times financially in the economy as a whole during the next 12 months, down from 40 percent three months earlier and 53 percent one year earlier. Among all households, 71 percent expected bad times financially in the economy as a whole during the year ahead in the October 1990 survey, up from 42 percent three months earlier and just 29 percent one year earlier.

Prospects for the economy over the longer term have declined in recent months, but the decline has not been as dramatic as for the near term outlook. Overall, 65 percent of all households expected bad times in the economy during the next five years, up from 50 percent three months earlier and 43 percent one year earlier.

Rising Unemployment Dominant Concern

The national unemployment rate was expected to increase by 62 percent of all families in the October 1990 survey, up sharply from the 44 percent recorded one month earlier and the 30 percent recorded one year earlier. The October 1990 reading was the highest figure to be recorded since the Spring of 1980, when the all-time peak of 72 percent was set in May of 1980.

Confidence in Government Economic Policies Falls

Confidence in government economic policies declined sharply in the October 1990 survey. Among all households, 38 percent rated government policies to control inflation and unemployment as poor, up from 26 percent one month earlier and 19 percent one year earlier. Just 11 percent of all households in the October 1990 survey thought that the government was doing a good job. Overall, this was the lowest level of confidence in government economic policies recorded since the early 1980s.

Personal Finances Weaken Significantly

Because of rising prices and smaller income increases, more consumers reported that their financial situation had worsened during the past year, and more families expected their financial situation to worsen during the year ahead. Overall, consumers' evaluations of their personal financial situation in the October 1990 survey were the least favorable since the early 1980s.

The proportion of families that reported that their personal financial situation had worsened rose to 39 percent in the October 1990 survey from 30 percent one month earlier and 28 percent three months earlier. Complaints that rising prices had reduced their living standards were made by 24 percent of all households in the October 1990 survey, twice the level recorded three months earlier. During the past three months, the proportion of households that reported income gains fell to 24 from 32 percent, while reports of income declines rose to 19 from 13 percent.

For the year ahead, 29 percent of all households expected their personal financial situation to improve in the October 1990 survey, down from 37 percent three months earlier, while the proportion that expected to be worse off financially rose to 24 from 10 percent.

Inflation Expectations Unchanged At Higher Level

The inflation rate during the year ahead was expected to average 6.1% in the October 1990 survey, largely unchanged from one and two months earlier.

Immediately following the initial increases in gasoline prices in August, the overall rate of inflation consumers expected quickly jumped to 6.1% from the 4.7% recorded in July. Since then, despite further increases in gasoline prices, consumer have not made any further upward revisions. This stands in sharp contrast to the inflationary psychology that developed in prior decades. Indeed, consumers are now more likely to resist price increases rather than adopt the rationale that is better to buy-in-advance of rising prices. As a consequence, retailer will find this resistance to price increases will continue to squeeze profit margins.

Buying Attitudes Weakest Since Last Recession

Favorable attitudes toward buying conditions declined in each market studied in the October survey. Overall, the proportion of households holding favorable buying attitudes has declined by 15 percentage points during the last three months. Common to each market studied, respondents increasingly mentioned their concerns about the current and future state of the economy, and it was these apprehensions that made them believe that it was an unfavorable time to make major purchases or incur new debts.

Homes. Favorable attitudes toward buying conditions for homes were held by 50 percent of all households in October, down from 58 percent one month earlier and 66 percent three months earlier. At present, home buying attitudes are at their lowest level since the last recession. Even prior to the recent decline, home buying attitudes were significantly weaker than at their 1986 cyclical peak, when 86 percent rated home buying conditions favorable.

The decline during the past three months was largely due to less favorable perceptions of mortgages rates, with favorable references falling to 11 from 24 percent. In addition, more families thought it was a bad time to buy a home because of the current state of the economy as well as apprehensions about the future--mentioned by 22 percent of all households in October, up from just 5 percent three months earlier. This was the highest proportion to mention these generalize concerns as the direct cause for their unfavorable attitudes since the recession of 1982.

The general decline in favorable home buying attitudes came despite a rise in the proportion of families that mentioned the availability of lower home prices. Overall, 34 percent of all families referred to the availability of lower home prices in the October 1990 survey, up from 30 percent in September, setting a new all-time record level.

Vehicles. Favorable attitudes toward buying conditions for vehicles were held by 50 percent of all households in the October 1990 survey, down from 59 percent one month earlier and 65 percent three months earlier. Overall, the October reading was the least favorable evaluation of buying conditions for vehicles since the recession year of 1982.

When asked to explain their views, unfavorable references to gas price increases rose to 12 percent in October, from less than one percent three months earlier. Uncertainty about the future level of gas prices has led to greater indecision about the type and size of vehicle they would next purchase. Moreover, concerns about future economic conditions (mentioned by 10 percent of all households in October, up from 1 percent three months earlier), have made consumers more cautious in their vehicle spending plans.

Household Durables. The proportion of households holding favorable attitudes toward buying conditions for furniture, appliances, and home electronic goods fell to 58 percent in the October 1990 survey, down from 66 percent one month earlier and 73 percent three months earlier. The October reading was the least favorable assessment of buying conditions for durables since the early 1980s.

The recent declines in favorable attitudes have been due to less favorable perceptions of market prices. References to the availability of discounted prices fell to 26 percent in October from 37 percent three months earlier, while complaints about high prices rose to 16 from 8 percent.

* * *

The October 1990 survey included 503 completed interviews conducted between October 1 and October 26, 1990.

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Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

OCTOBER 1990

The October 1990 survey was the 267th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

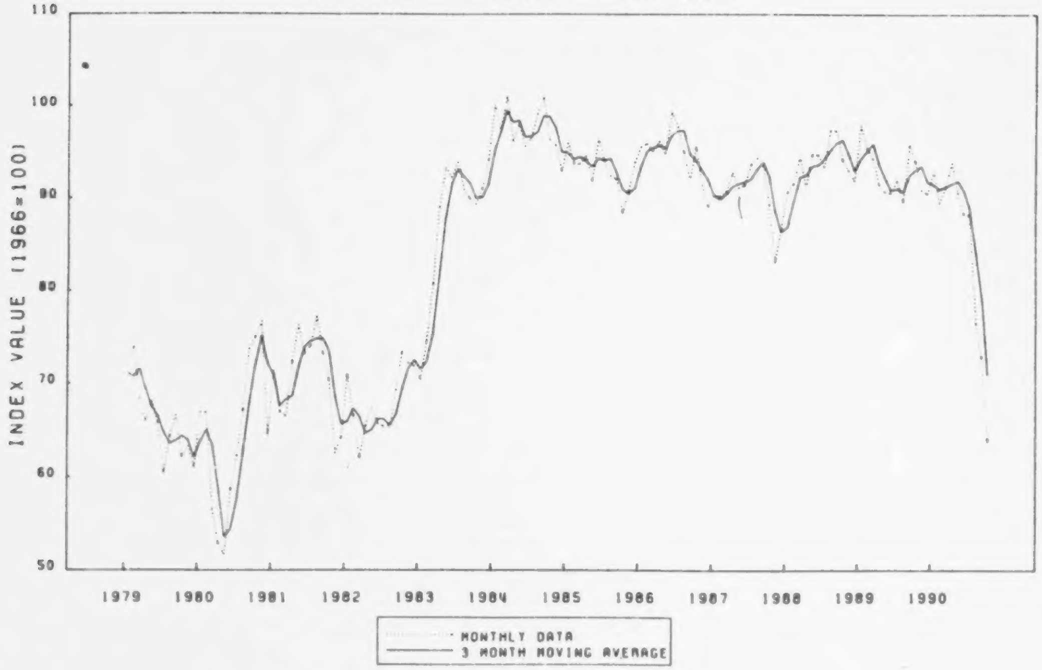


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

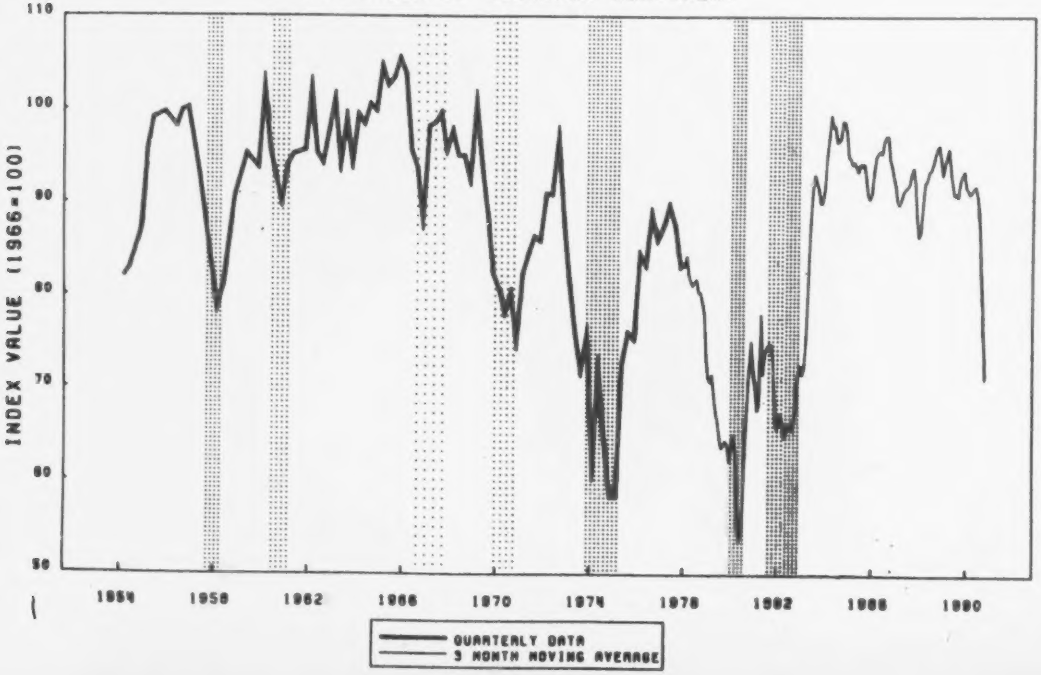


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
October 1987	89.3	99.9	101.8
November 1987	83.1	87.7	90.5
December 1987	86.8	94.5	96.1
January 1988	90.8	99.0	99.9
February 1988	91.6	98.1	100.8
March 1988	94.6	103.7	104.6
April 1988	91.2	99.1	99.6
May 1988	94.8	106.6	108.3
June 1988	94.7	102.3	102.7
July 1988	93.4	100.5	103.9
August 1988	97.4	105.1	104.2
September 1988	97.3	102.8	105.4
October 1988	94.1	103.0	103.7
November 1988	93.0	102.0	101.0
December 1988	91.9	97.0	99.5
January 1989	97.9	108.4	106.8
February 1989	95.4	104.6	109.6
March 1989	94.3	98.6	100.0
April 1989	91.5	99.1	99.8
May 1989	90.7	100.6	100.3
June 1989	90.6	95.2	95.4
July 1989	92.0	103.2	101.9
August 1989	89.6	93.5	93.1
September 1989	95.8	104.1	103.0
October 1989	93.9	100.2	103.6
November 1989	90.9	99.4	100.5
December 1989	90.5	100.0	104.1
January 1990	93.0	99.9	103.2
February 1990	89.5	93.9	91.8
March 1990	91.3	98.4	98.8
April 1990	93.9	99.8	103.3
May 1990	90.6	97.1	98.6
June 1990	88.3	97.9	99.1
July 1990	88.2	93.9	94.4
August 1990	76.4	80.1	78.9
September 1990	72.8	75.7	76.7
October 1990	63.9	69.4	72.4

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

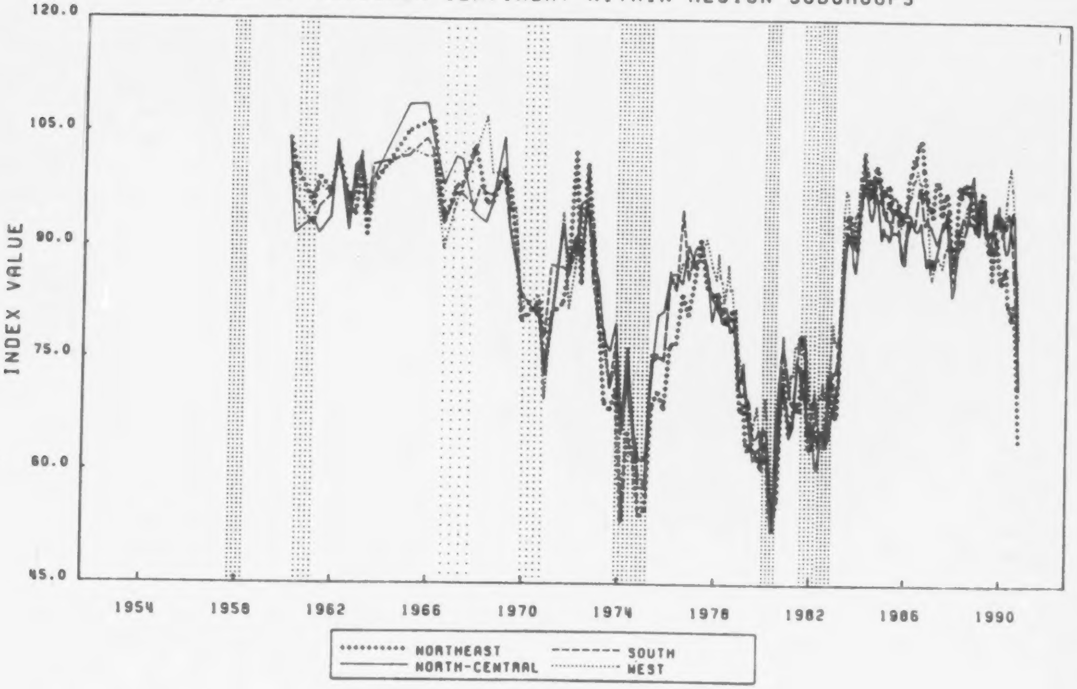


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

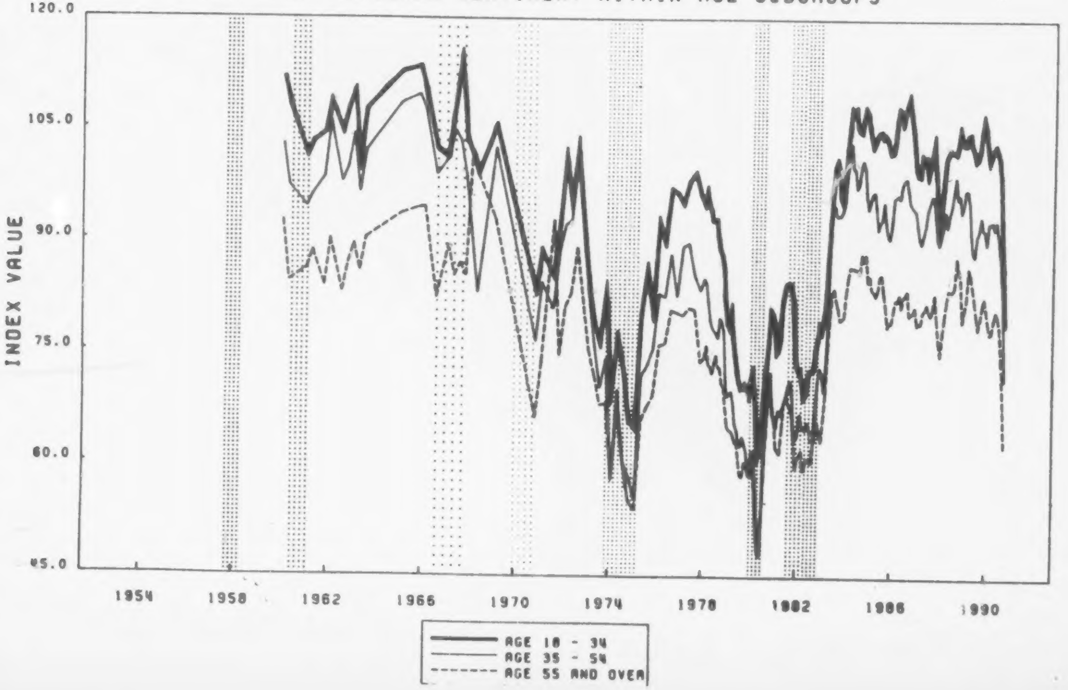


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY		CENSUS REGION				AGE OF RESPONDENT		
		North East	North Central	South	West	18-34	35-54	55+
October	1987	93.8	87.2	88.3	89.1	92.0	89.9	86.2
November	1987	83.9	79.6	87.9	79.4	91.7	86.6	70.8
December	1987	83.4	83.6	90.4	89.2	94.1	92.9	73.6
January	1988	99.8	91.3	87.6	88.5	98.3	93.6	80.1
February	1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March	1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April	1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.3
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

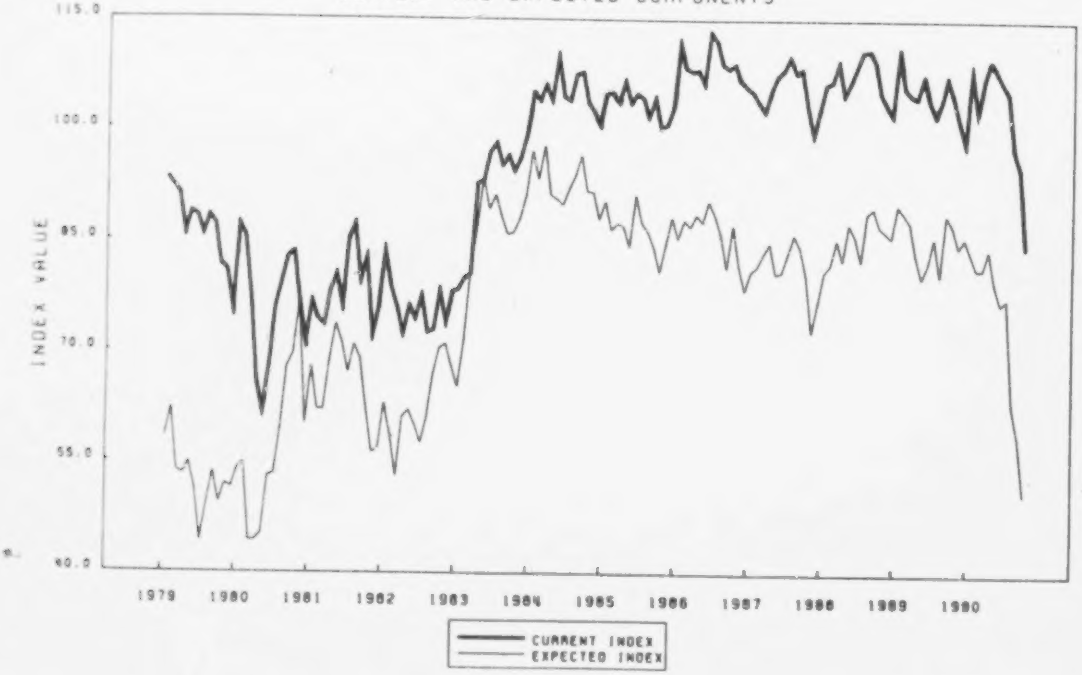


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

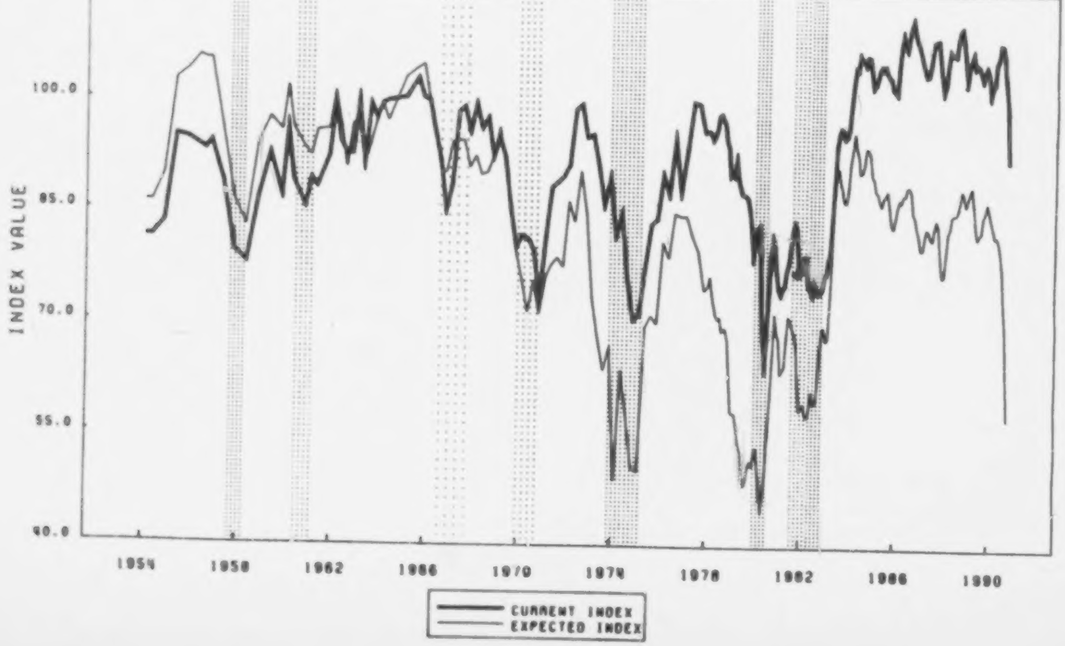


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT
INDEX COMPONENTS +

	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
October 1987	118	128	105	90	149	103.1	80.4
November 1987	115	118	93	80	142	99.3	72.7
December 1987	119	120	98	89	147	102.7	76.7
January 1988	122	131	110	84	154	106.2	80.9
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21.

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

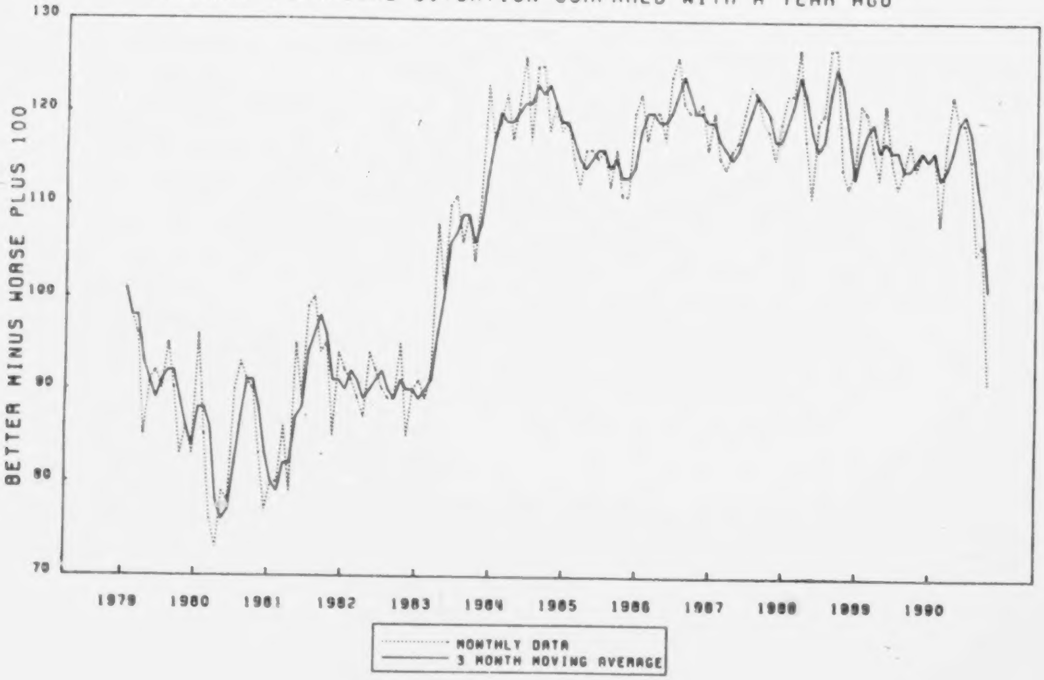


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

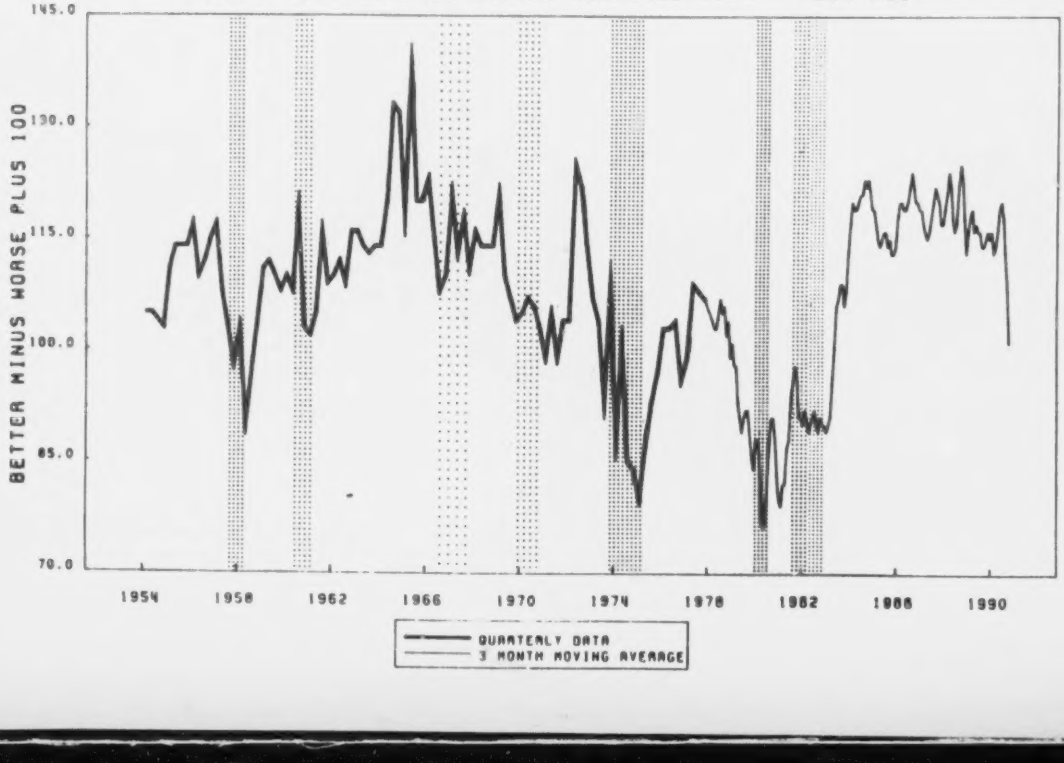


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
BETTER OFF	42%	42%	41%	43%	38%	43%	46%	43%	43%	43%	36%	36%	30%
SAME	30	32	32	30	32	30	29	33	33	29	33	34	31
WORSE OFF	28	26	26	27	30	26	24	24	24	28	31	30	39
DK,NA	*	*	1	*	*	1	1	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

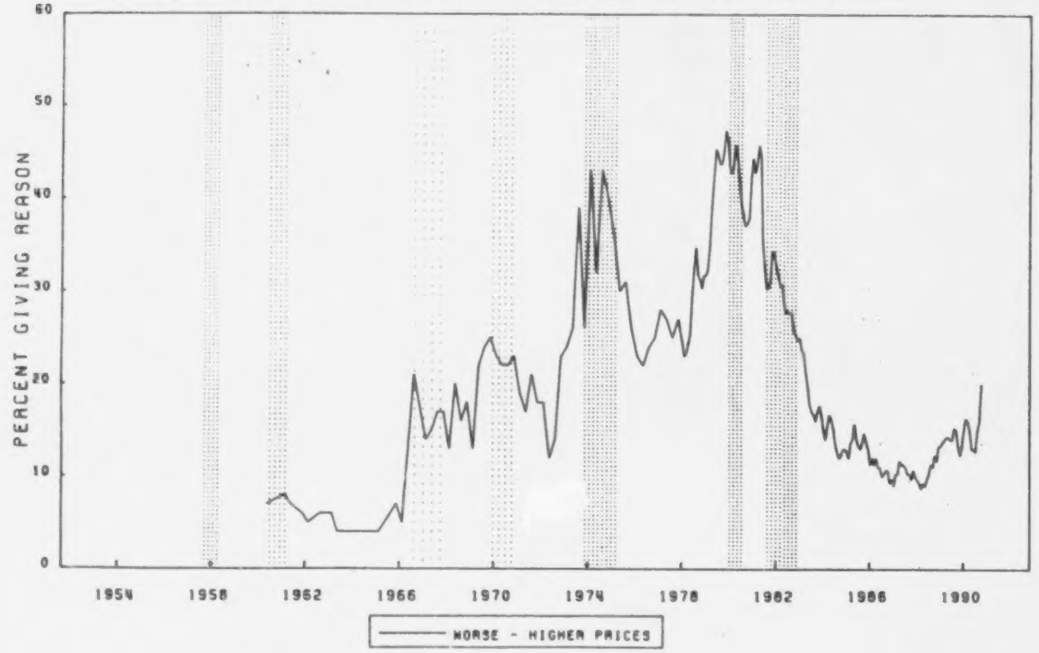


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

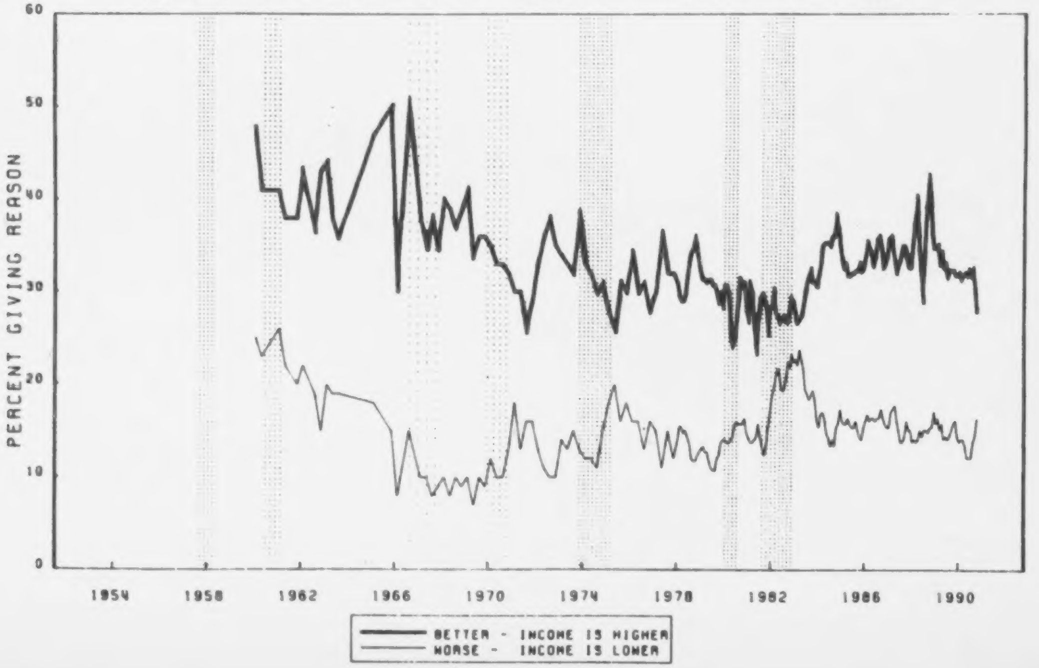


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	32%	31%	33%	30%	32%	34%	29%	34%	32%	31%	28%	24%
WORSE OFF THAN YEAR AGO:													
Income is lower	17	15	11	15	16	11	13	12	11	13	17	13	19
Higher prices	11	13	16	16	17	15	13	11	15	12	18	18	24

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

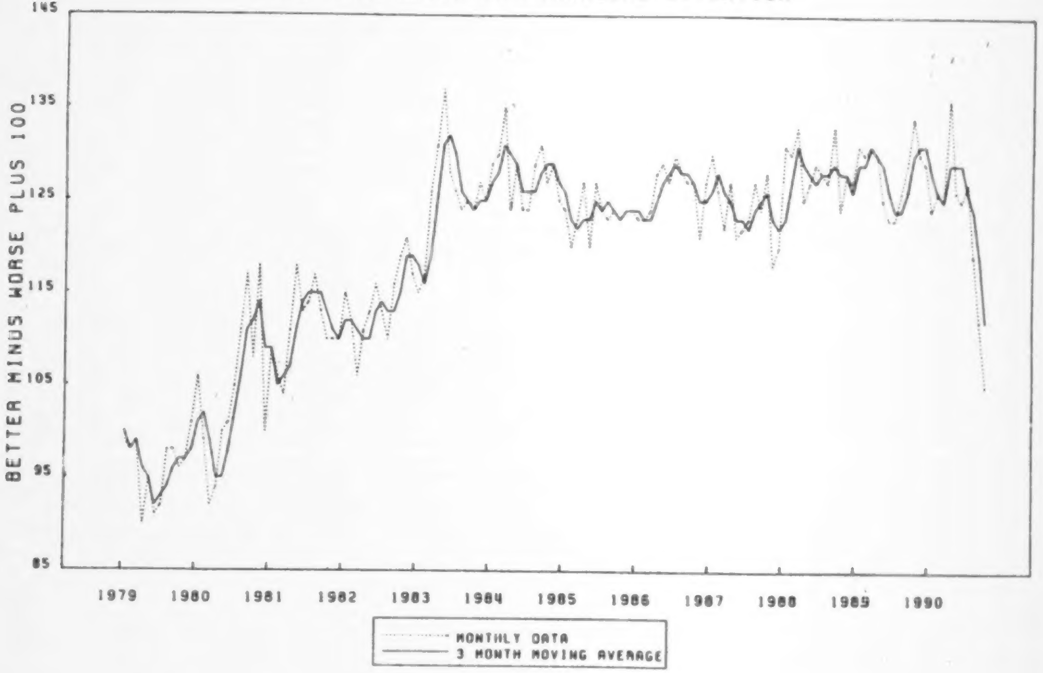


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

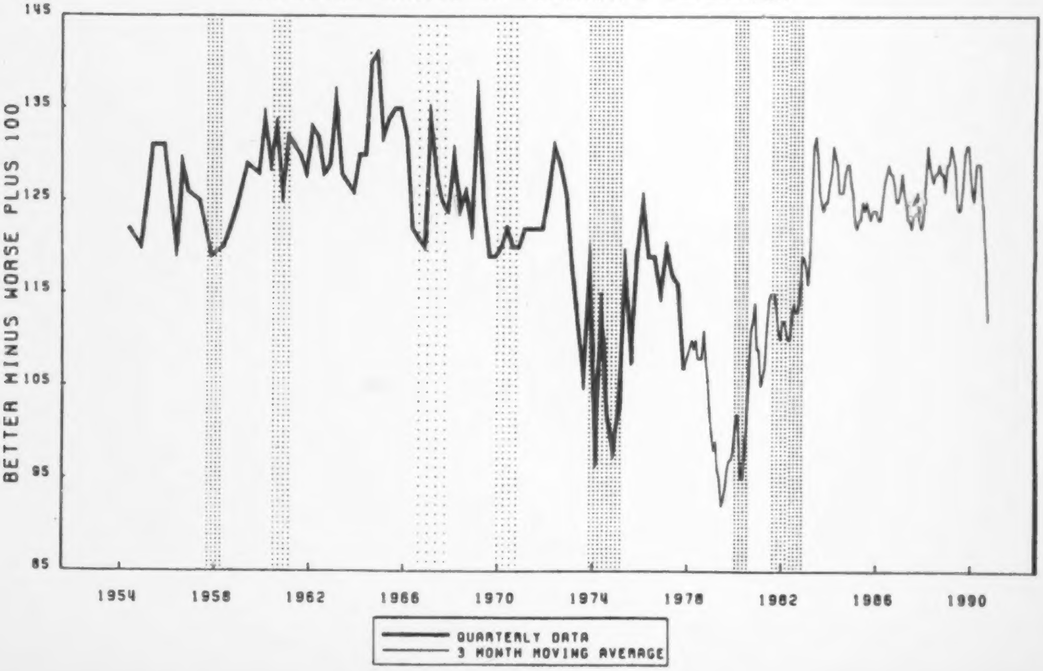


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
BETTER OFF	41%	40%	37%	35%	35%	37%	45%	38%	36%	37%	32%	29%	29%
SAME	47	48	50	51	53	49	44	48	50	51	52	52	44
WORSE OFF	7	10	8	11	9	12	9	12	11	10	13	17	24
DK,NA	5	2	5	3	3	2	2	2	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES

TREND IN PERSONAL FINANCIAL SITUATION

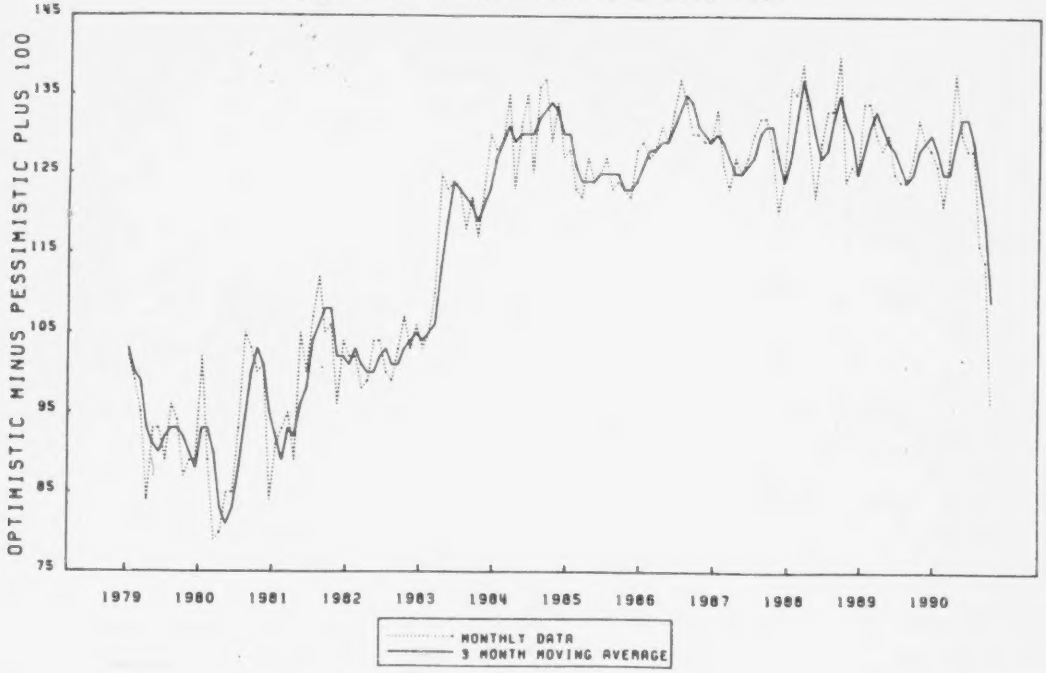


CHART 7 - HISTORICAL SERIES

TREND IN PERSONAL FINANCIAL SITUATION

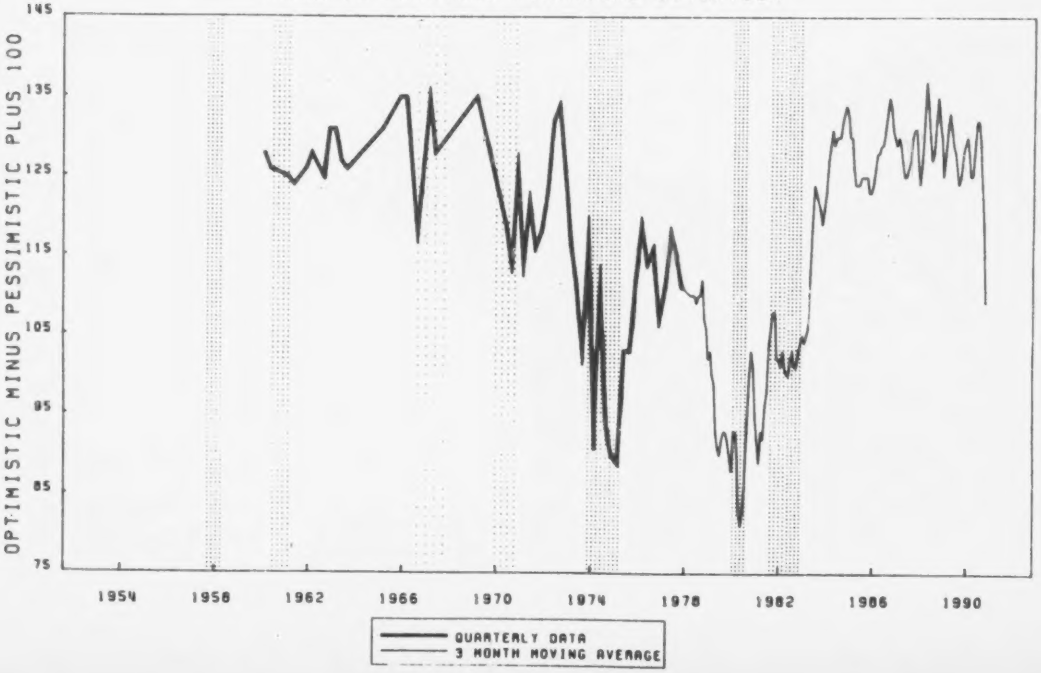


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
PERSONAL FINANCIAL PROGRESS:													
Continuous increase(a)	22%	21%	19%	20%	17%	20%	24%	22%	19%	21%	14%	14%	13%
Intermittent increase(b)	27	26	28	28	26	28	29	26	29	26	28	26	20
Remain unchanged (c)	17	20	18	17	21	17	16	21	18	20	18	21	15
Intermittent decline(d)	12	14	16	16	17	15	11	11	16	13	20	17	25
Continuous decline (e)	5	4	3	6	5	6	4	7	4	6	6	9	12
Mixed change (f)	11	13	11	9	10	10	13	11	11	12	11	11	12
DK,NA	6	2	5	4	4	4	3	2	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

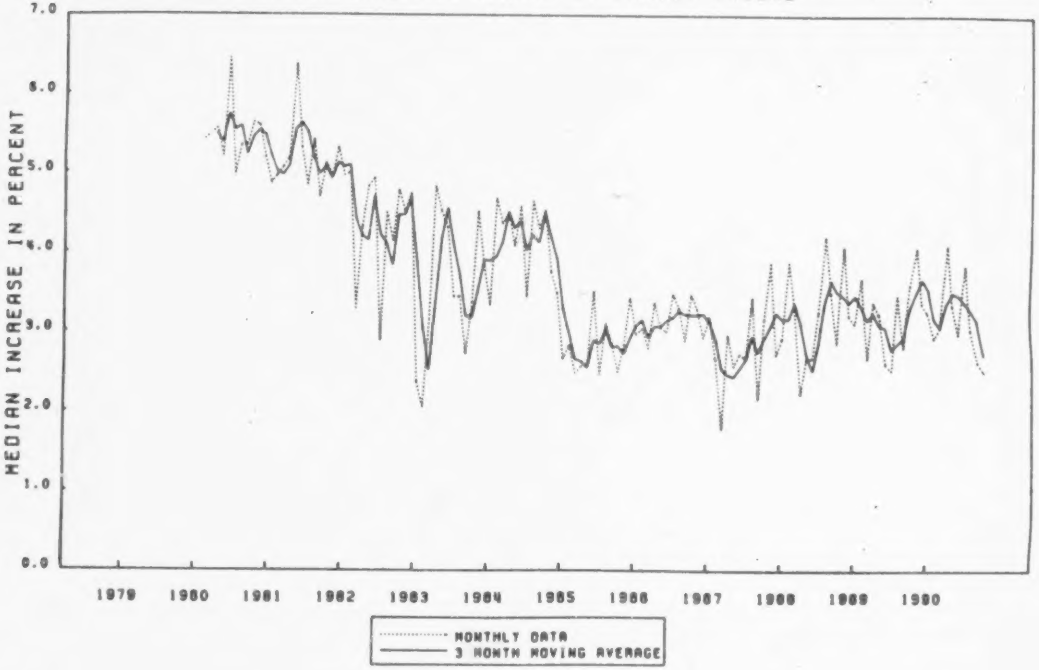


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

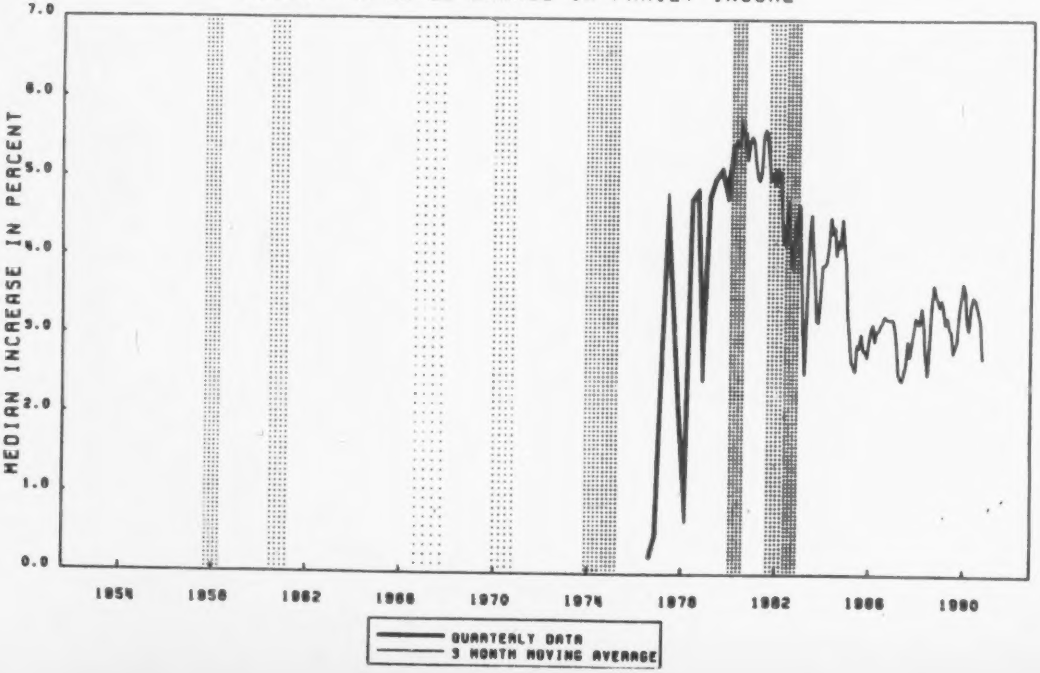


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
EXPECT INCREASE:													
1-4%	15%	23%	16%	18%	17%	15%	15%	16%	17%	16%	17%	17%	14%
5%	12	13	12	13	12	9	13	9	10	14	9	10	13
6-9%	7	7	8	7	6	9	7	8	9	8	10	8	5
10-24%	14	16	13	14	15	16	18	18	12	15	17	12	13
25% or more	9	7	7	5	5	4	8	7	9	8	6	6	6
DK how much up	4	6	5	5	3	5	4	5	3	3	2	4	5
EXPECT SAME	25	19	26	25	30	28	27	27	25	25	25	28	26
EXPECT DOWN	12	9	12	11	11	13	7	9	15	9	13	14	17
DK,NA	2	*	1	2	1	1	1	1	*	2	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

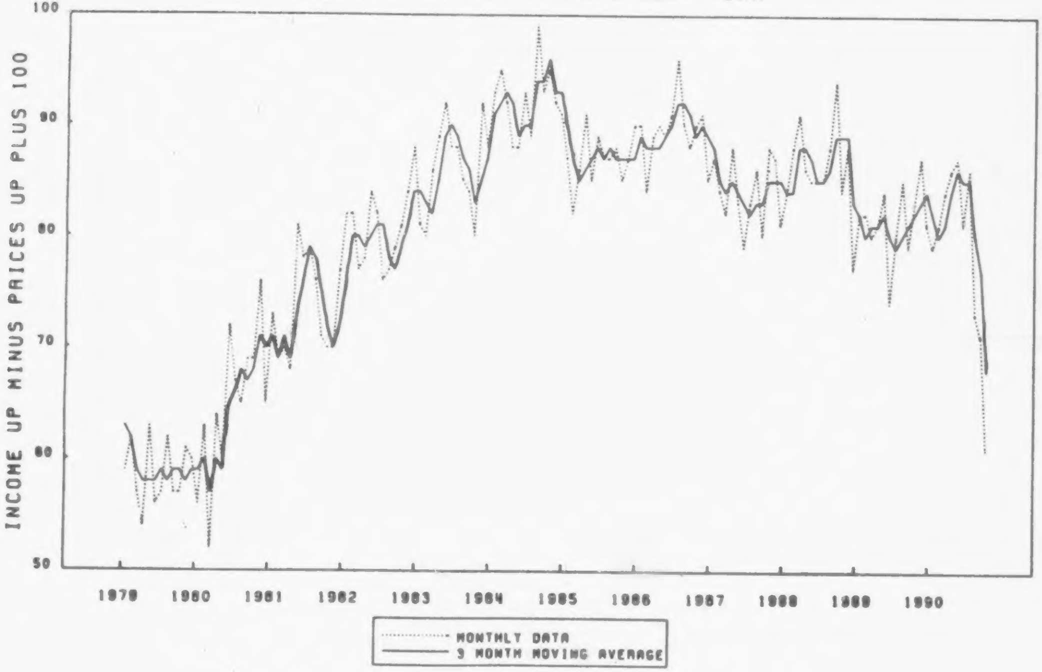


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

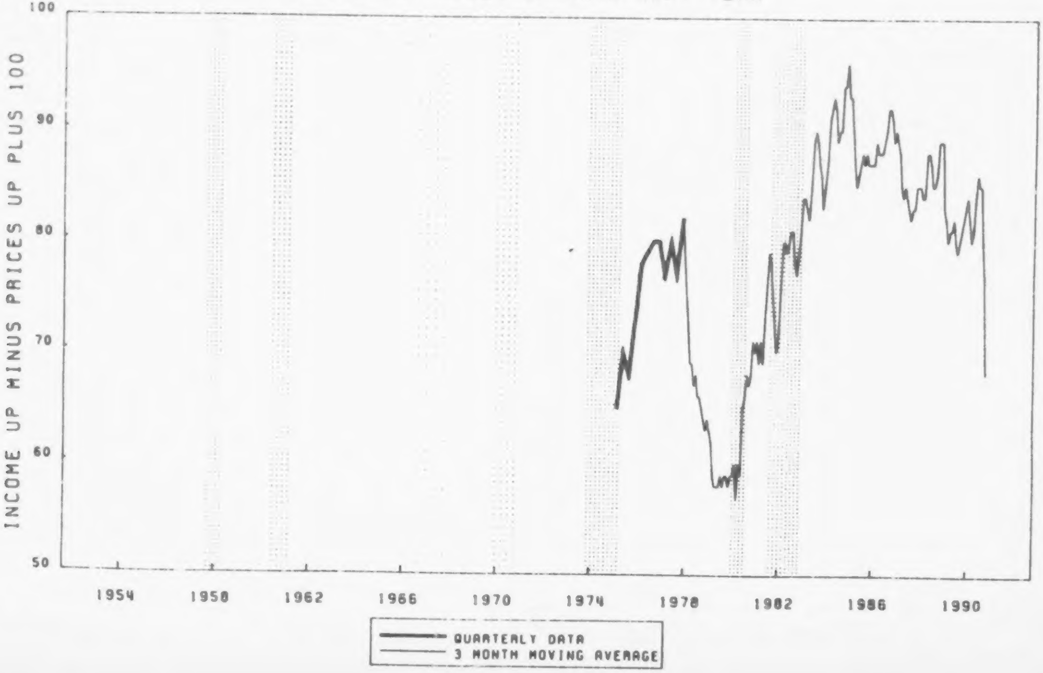


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
INCOME UP MORE	20%	22%	21%	17%	17%	20%	21%	19%	18%	21%	18%	14%	12%
INCOME UP SAME	41	42	36	42	44	42	42	48	44	42	37	42	35
PRICES UP MORE	37	35	40	38	36	36	35	32	37	35	45	43	51
DK,NA	2	1	3	3	3	2	2	1	1	2	*	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

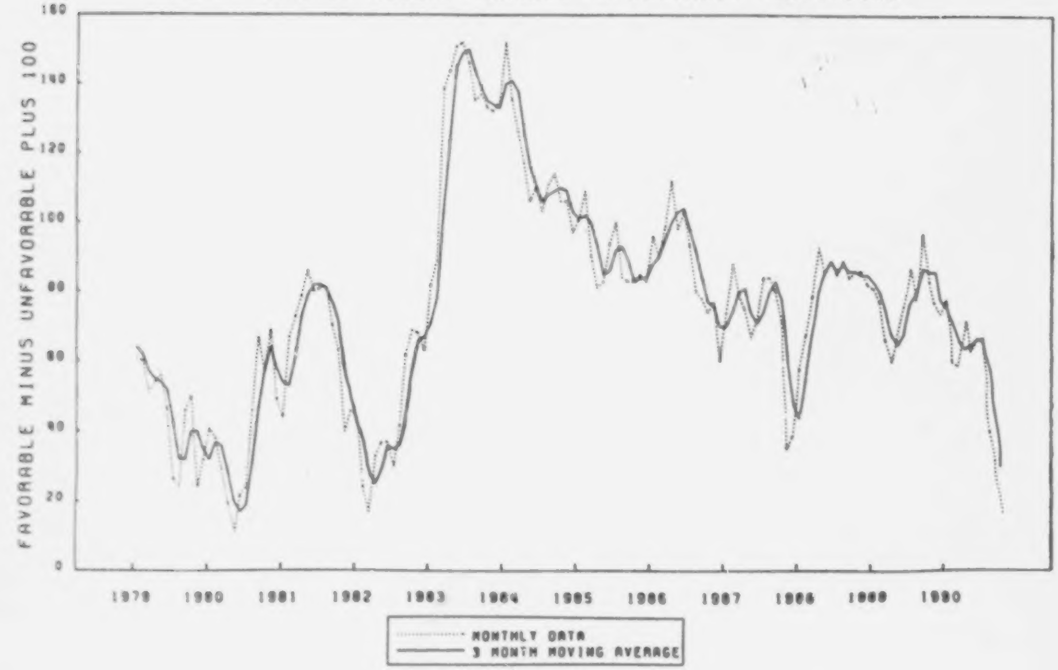


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

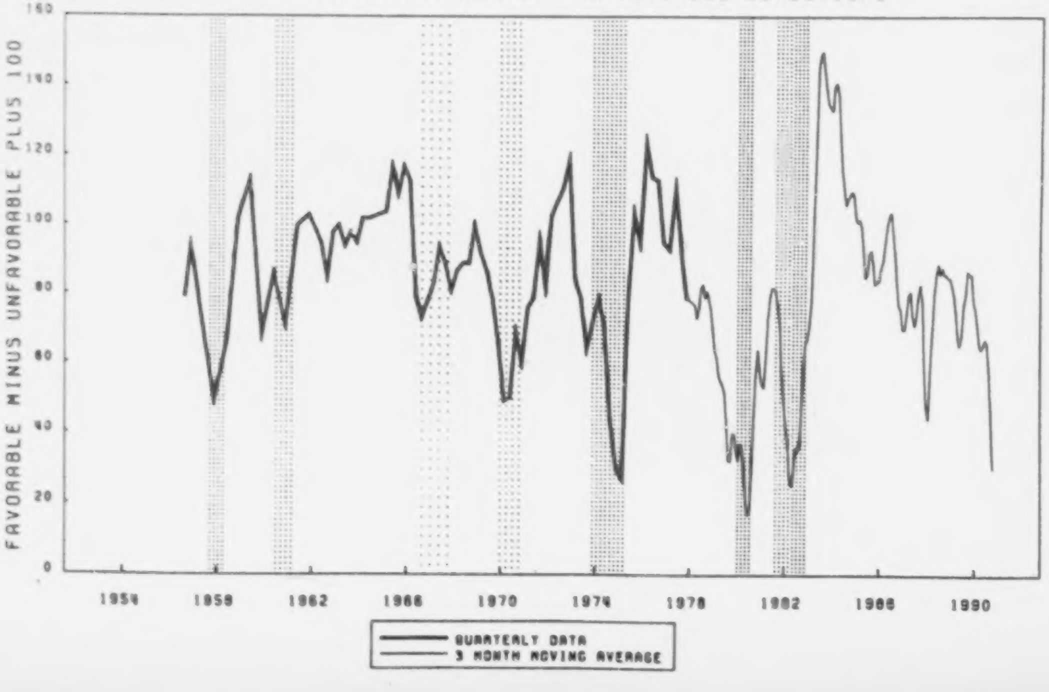


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
FAVORABLE NEWS	24%	22%	24%	26%	20%	21%	23%	18%	22%	18%	16%	10%	8%
UNFAVORABLE NEWS	41	45	50	48	60	62	51	55	55	51	76	78	91
NO MENTIONS	52	52	50	49	44	43	49	50	48	54	39	44	35

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

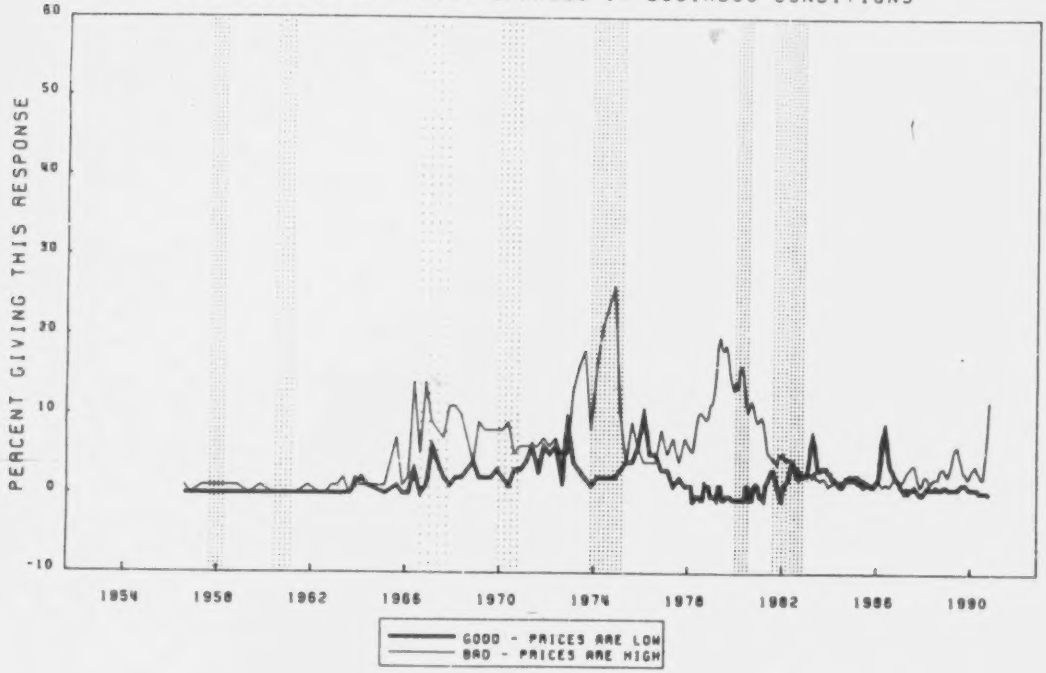


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

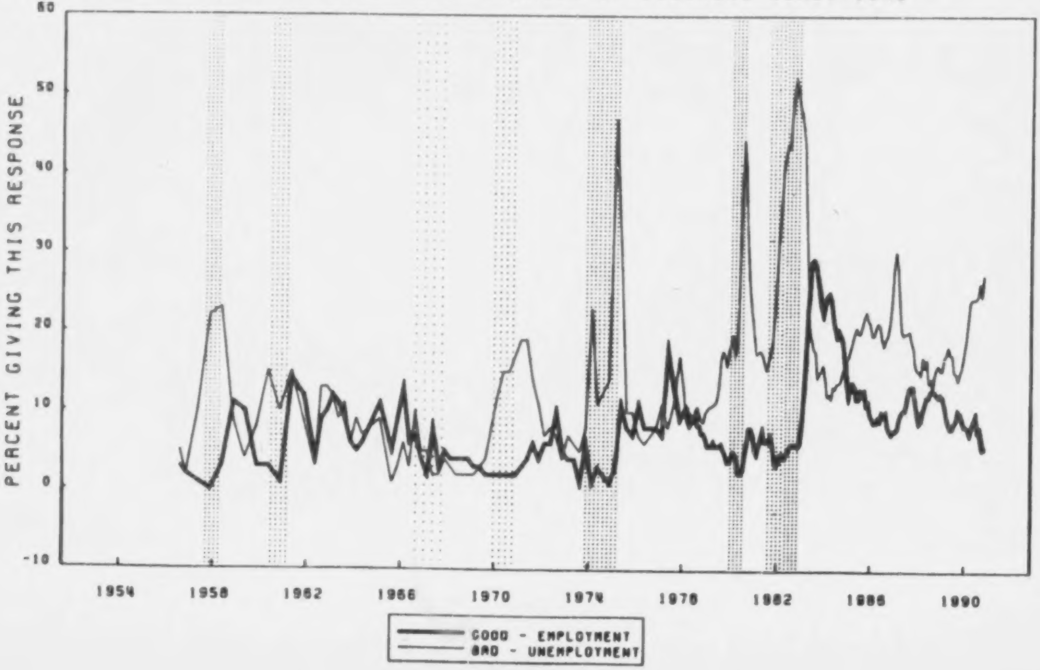


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
FAVORABLE NEWS:													
Government; elections	1%	1%	3%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%
Employment	9	7	9	9	6	7	12	8	9	6	9	4	3
Higher consumer demand	1	2	2	1	1	2	2	1	1	*	1	1	1
Lower prices	1	1	*	1	1	*	1	*	*	1	*	*	*
Easier credit	3	3	1	6	3	1	1	2	2	2	2	*	*
Stock market	2	2	2	2	1	1	1	1	2	2	*	*	*
Trade deficit	1	1	3	2	2	2	2	1	1	1	*	*	*
UNFAVORABLE NEWS:													
Government; elections	2	3	5	3	6	6	3	8	6	9	13	17	16
Unemployment	16	17	19	21	24	27	22	24	27	23	29	22	31
Lower consumer demand	2	5	6	5	6	6	6	3	6	3	5	5	4
Higher prices	2	2	3	4	3	4	2	2	2	2	9	10	16
Tighter credit	1	1	2	1	3	3	2	3	2	2	2	3	2
Energy crisis	*	*	*	*	*	*	1	*	1	*	2	4	2
Stock market	7	6	2	2	6	4	3	3	1	1	3	3	5
Trade deficit	2	2	5	2	3	4	5	2	3	2	1	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

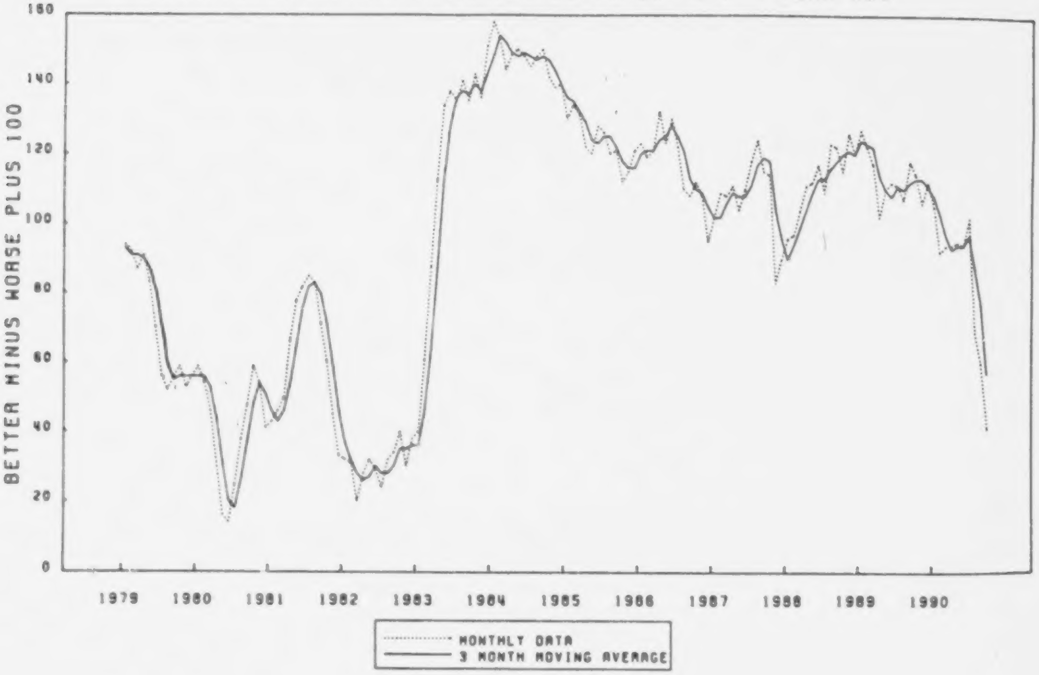


CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

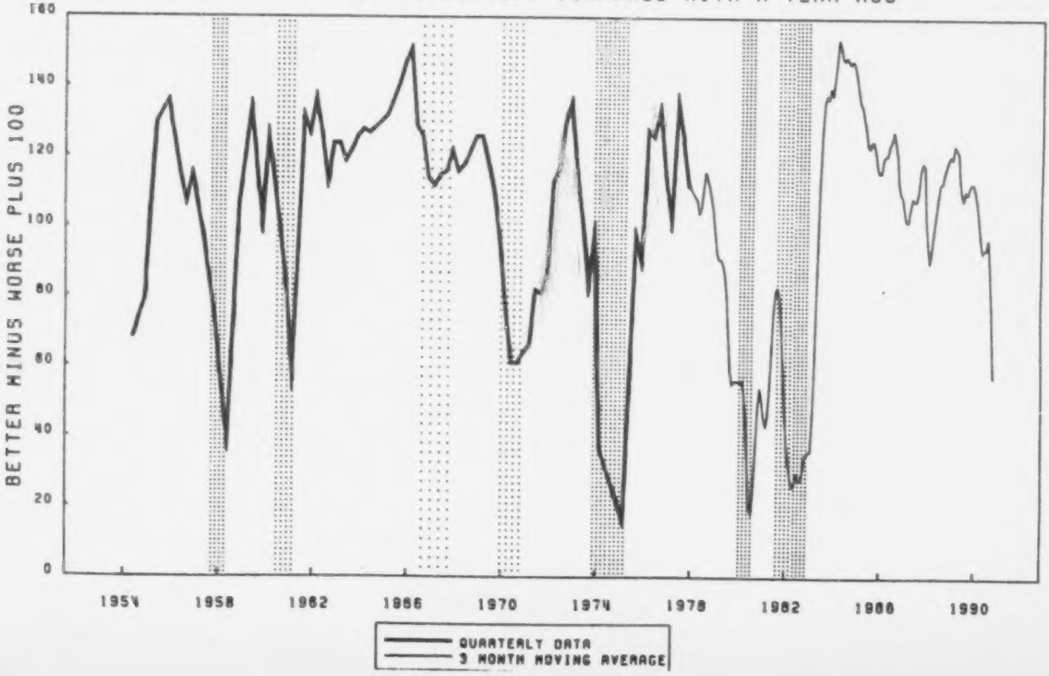


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
BETTER NOW	47%	42%	45%	43%	36%	36%	38%	36%	37%	41%	26%	22%	15%
SAME	19	19	19	16	17	20	17	19	18	19	15	13	8
WORSE NOW	33	36	33	38	44	42	44	41	43	39	57	62	74
DK,NA	1	3	3	3	3	2	1	4	2	1	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

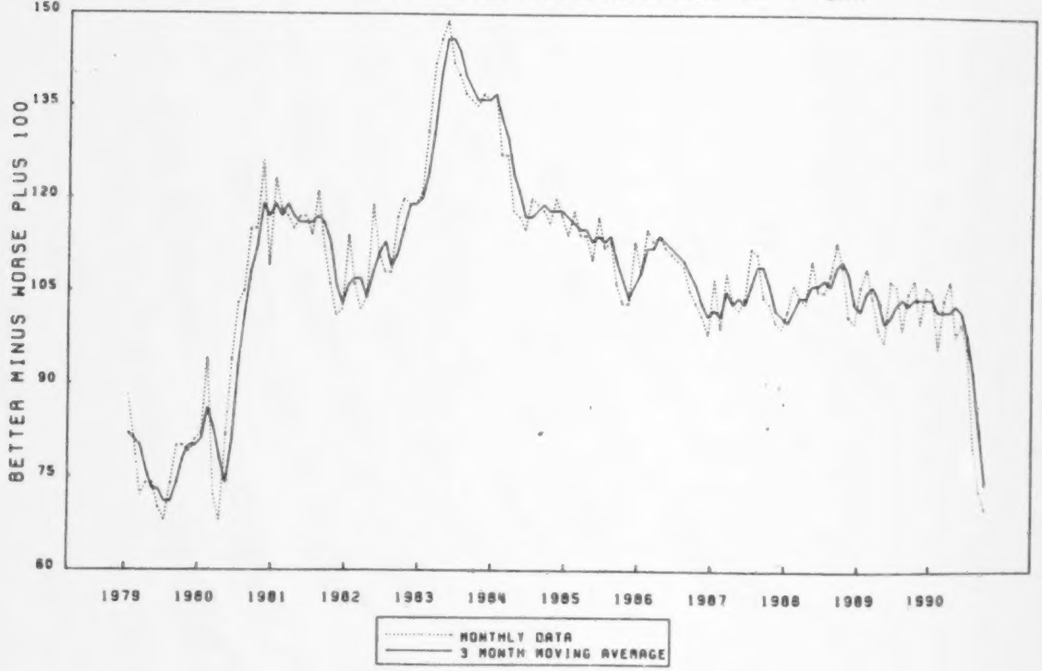


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

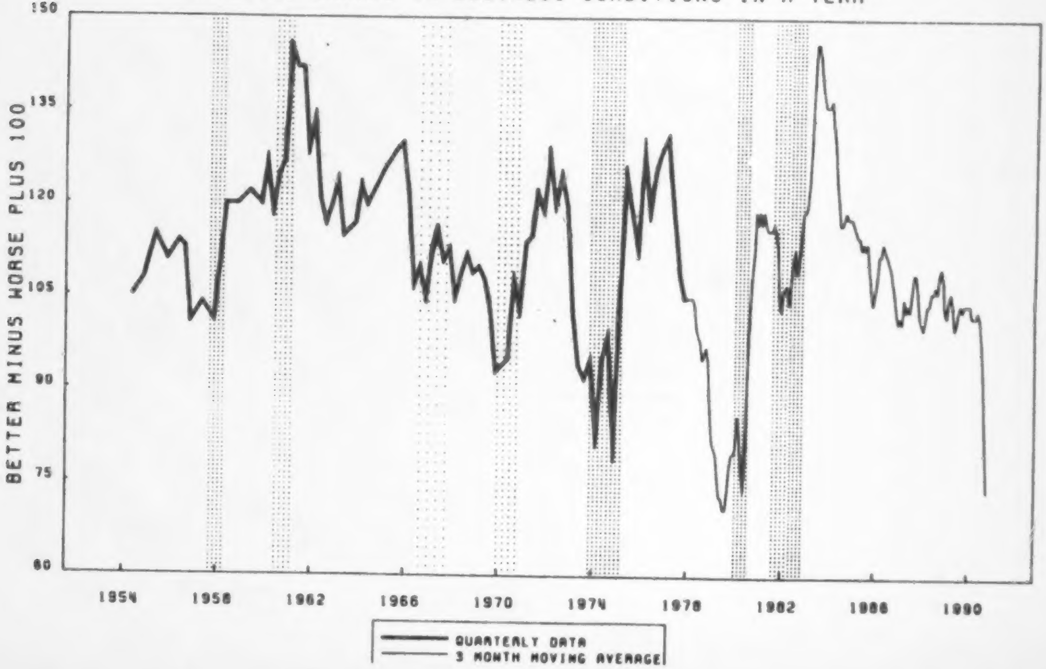


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
BETTER	22%	18%	24%	22%	19%	22%	24%	18%	20%	16%	13%	11%	13%
SAME	61	61	55	59	56	58	58	59	58	63	52	50	41
WORSE	15	18	18	17	23	18	17	20	20	20	33	38	43
DK,NA	2	3	3	2	2	2	1	3	2	1	2	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

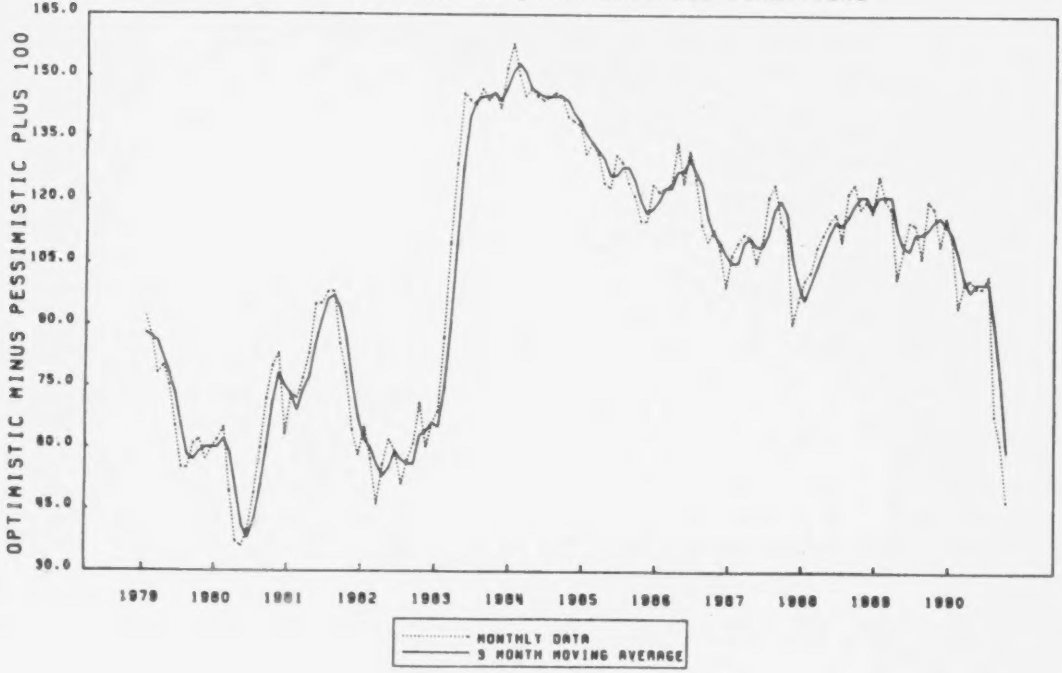


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

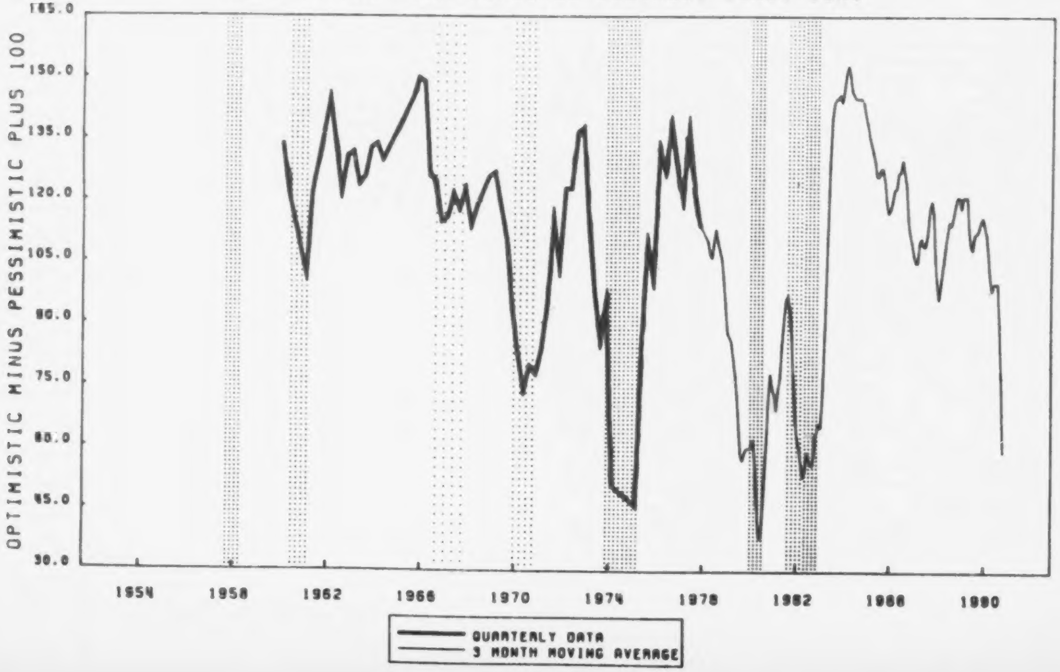


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
TREND:													
Continuous increase (a)	15%	10%	15%	14%	11%	10%	13%	8%	11%	8%	5%	3%	3%
Intermittent increase(b)	33	32	29	29	25	27	25	28	27	31	17	16	10
Remain unchanged (c)	13	13	13	12	10	12	12	12	11	12	9	9	5
Intermittent decline (d)	19	21	16	20	26	26	25	23	25	25	30	27	28
Continuous decline (e)	11	12	12	13	16	11	12	14	14	12	24	31	38
Mixed change (f)	5	6	10	8	8	10	11	9	9	9	11	10	10
DK,NA	4	6	5	4	4	4	2	6	3	3	4	4	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

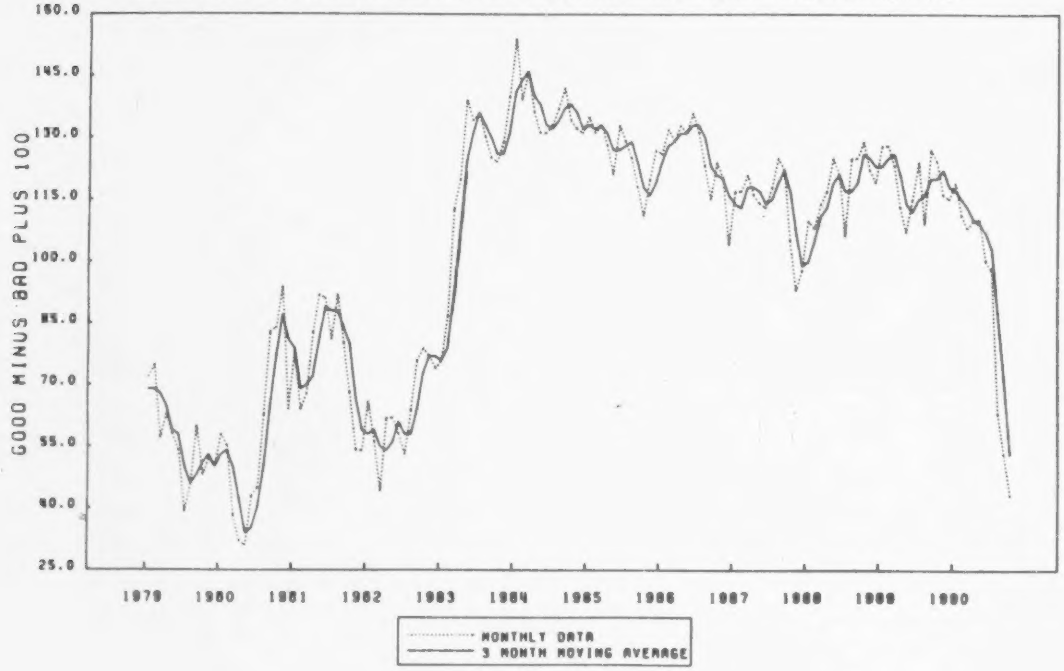


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

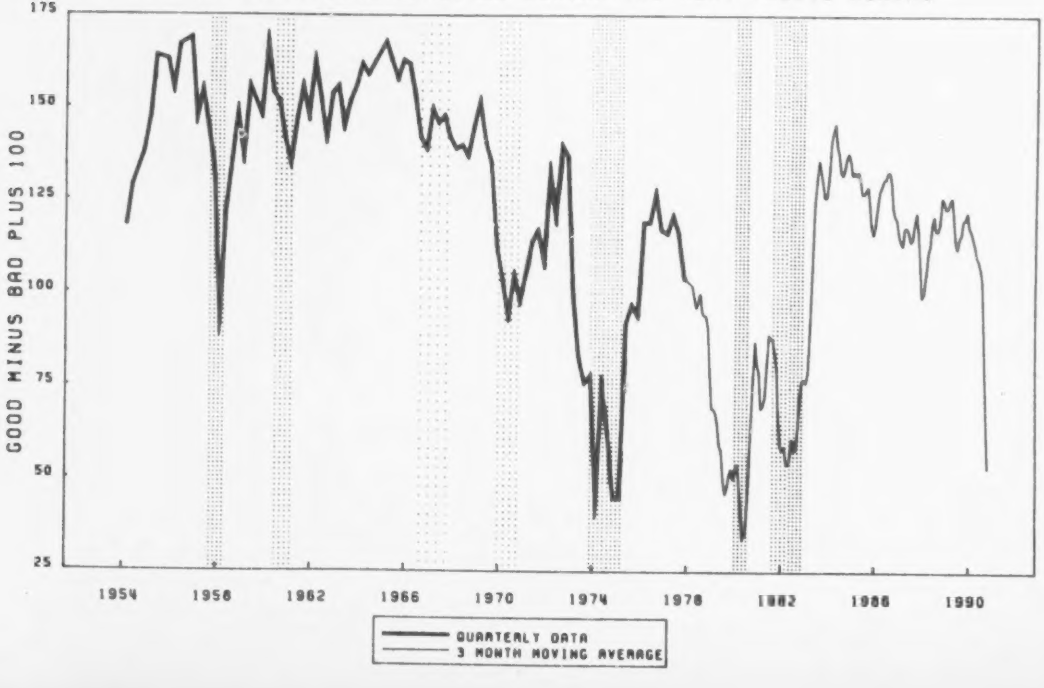


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIMES	53%	50%	49%	52%	46%	48%	49%	47%	43%	40%	25%	18%	14%
UNCERTAIN; GOOD & BAD	5	4	2	3	6	3	4	4	3	6	2	3	3
BAD TIMES	29	34	34	33	35	40	39	37	43	42	63	65	71
DON'T KNOW	8	7	7	6	7	5	4	6	5	7	5	8	5
NOT ASCERTAINED	5	5	8	6	6	4	4	6	6	5	5	6	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

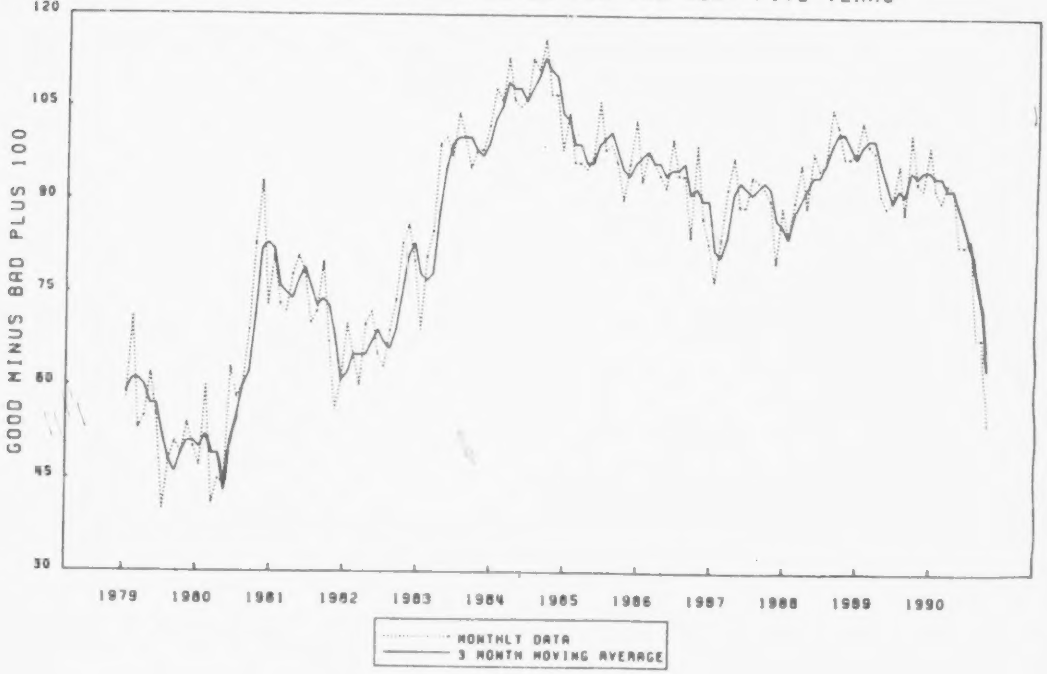


CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

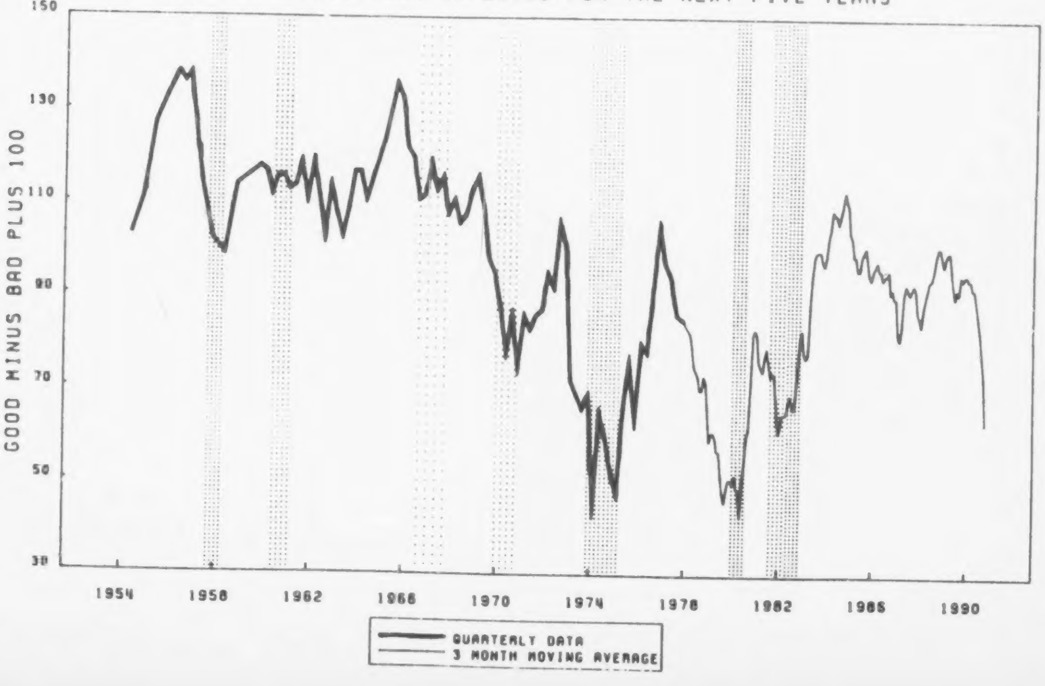


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIMES	36%	38%	39%	37%	36%	40%	39%	32%	31%	34%	24%	25%	19%
UNCERTAIN; GOOD & BAD	14	13	15	12	11	10	11	12	12	11	14	14	10
BAD TIMES	43	46	40	45	46	47	47	49	48	50	56	57	65
NOT ASCERTAINED	7	3	6	6	7	3	3	7	9	5	6	4	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

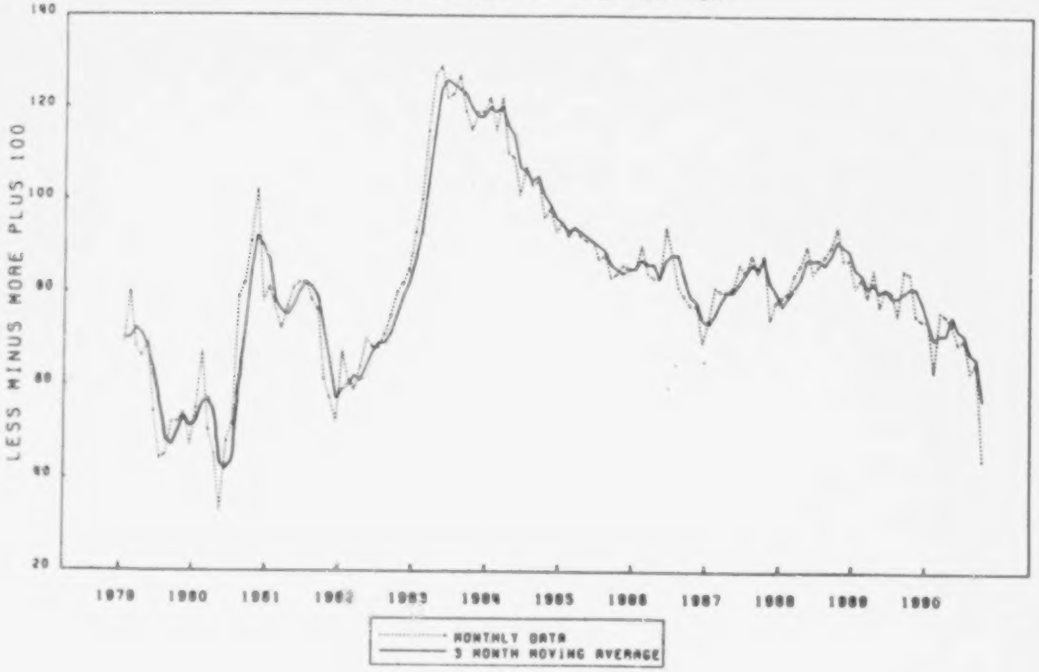


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

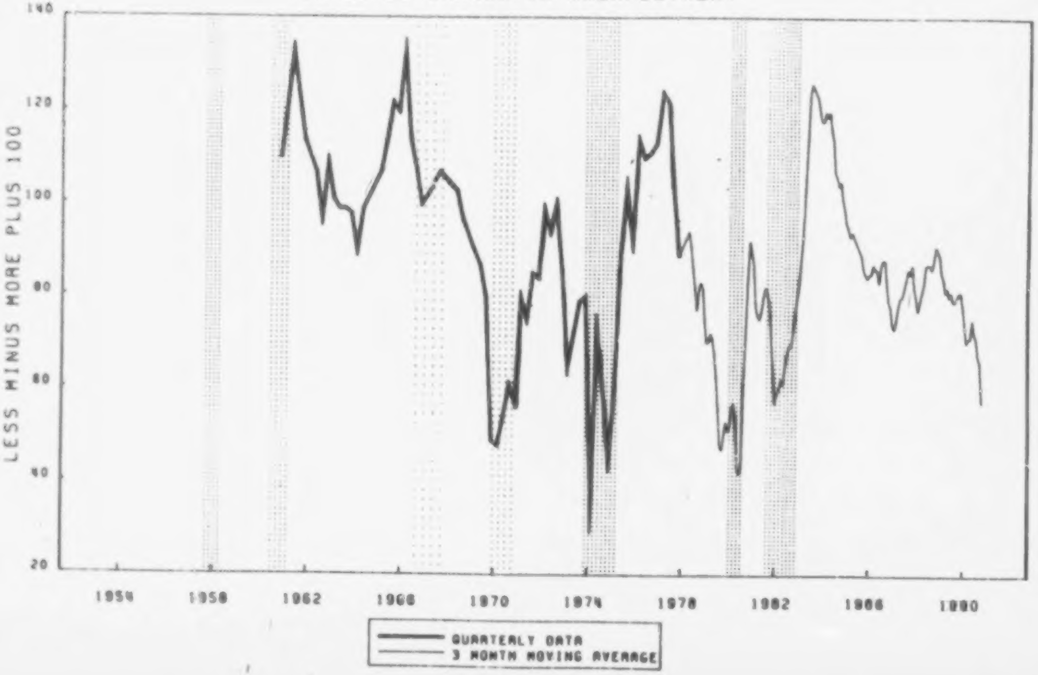


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
LESS	14%	10%	11%	10%	7%	10%	11%	10%	8%	7%	9%	9%	6%
SAME	55	54	51	52	48	55	52	52	52	54	44	45	30
MORE	30	35	37	36	44	34	36	37	39	37	46	44	62
DK,NA	1	1	1	2	1	1	1	1	1	2	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

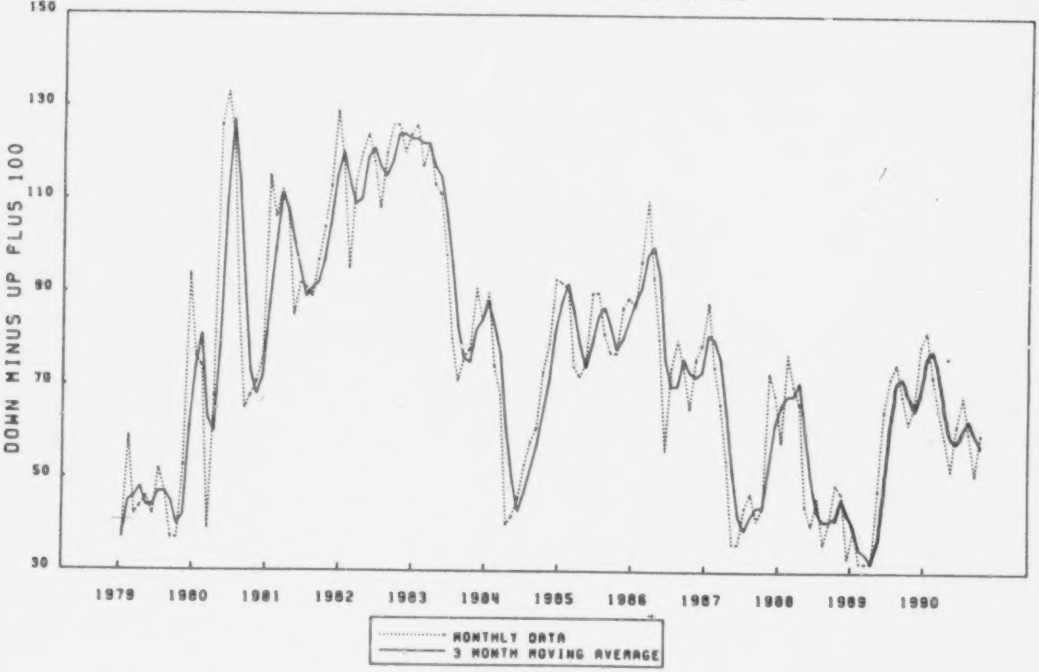


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

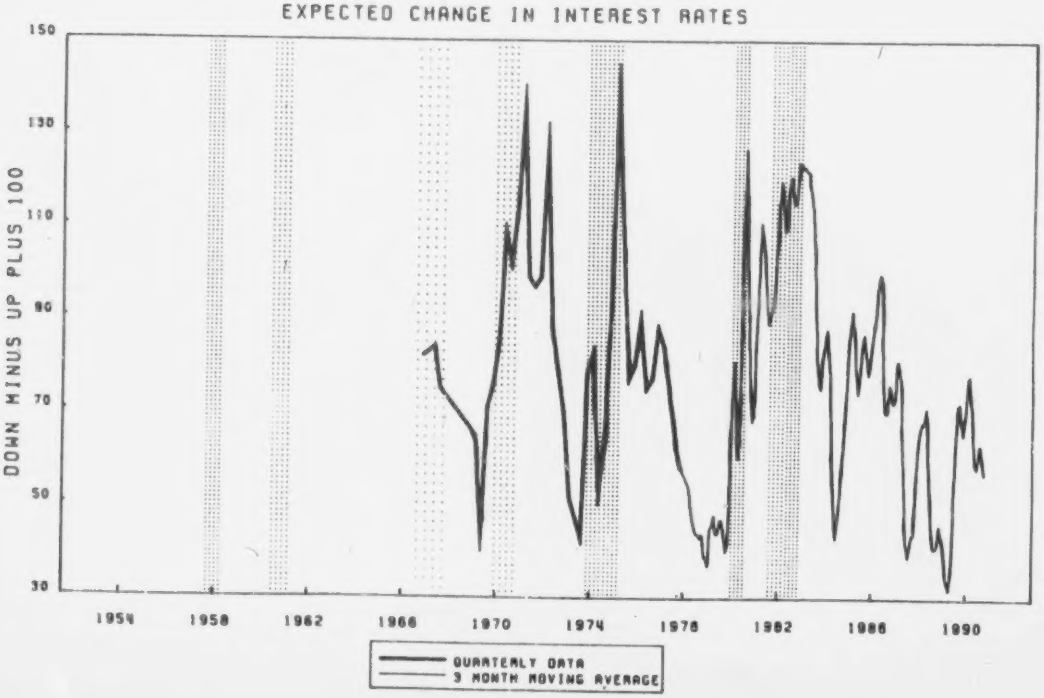


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GO UP	55%	52%	46%	45%	48%	51%	55%	58%	56%	50%	59%	63%	57%
STAY THE SAME	26	27	26	26	29	32	29	30	23	29	20	21	24
GO DOWN	17	18	25	27	20	16	14	10	18	18	19	14	17
DK,NA	2	3	3	2	3	1	2	2	3	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

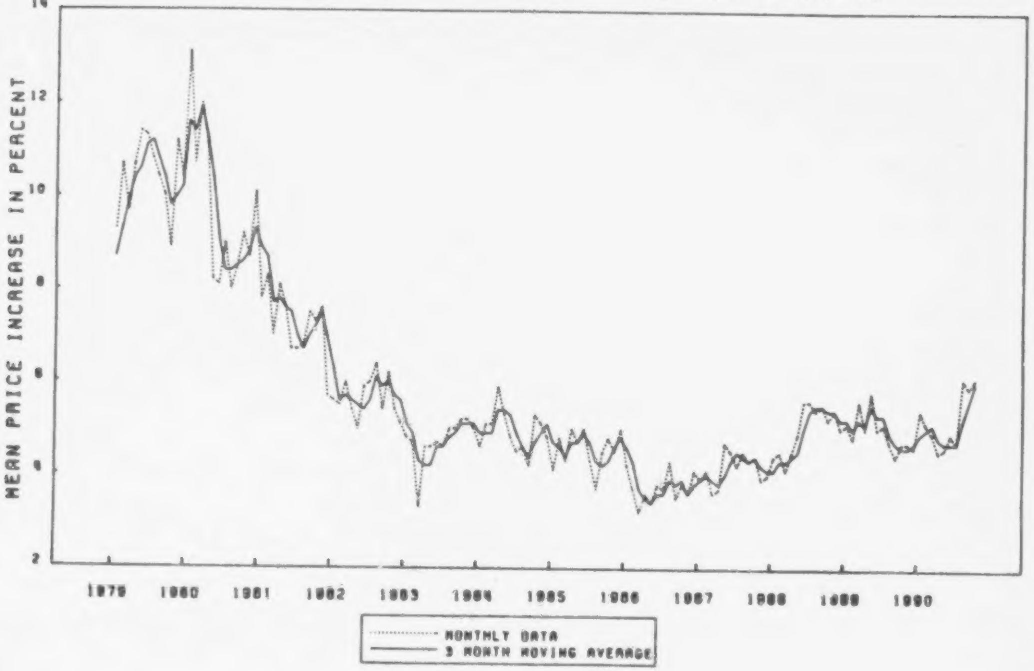


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

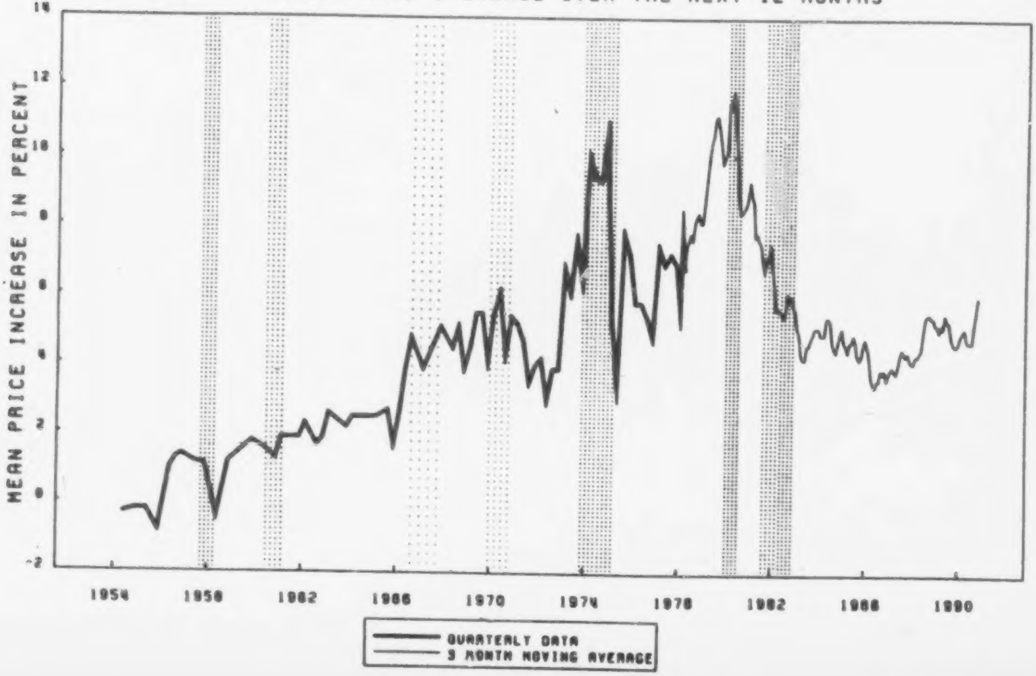


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
SAME OR DOWN	12%	12%	10%	11%	15%	11%	11%	11%	11%	11%	9%	9%	10%
WILL GO UP BY:													
1-2%	19	17	21	14	13	18	20	19	18	20	14	15	11
3-4%	23	26	21	24	23	24	24	22	25	24	23	19	18
5%	19	19	23	21	22	20	22	22	24	20	18	21	22
6-9%	9	7	10	8	10	8	7	9	7	6	13	13	13
10-14%	8	8	5	10	8	8	7	8	7	10	11	11	12
15% or more	3	4	5	5	4	5	4	3	4	3	8	7	7
DK how much up	5	6	5	5	5	6	5	6	3	6	4	5	6
DK,NA	2	1	*	2	*	*	*	*	1	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.7	4.7	4.6	5.4	5.1	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1
VARIANCE	32	31	28	49	45	38	26	30	37	29	48	46	43
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

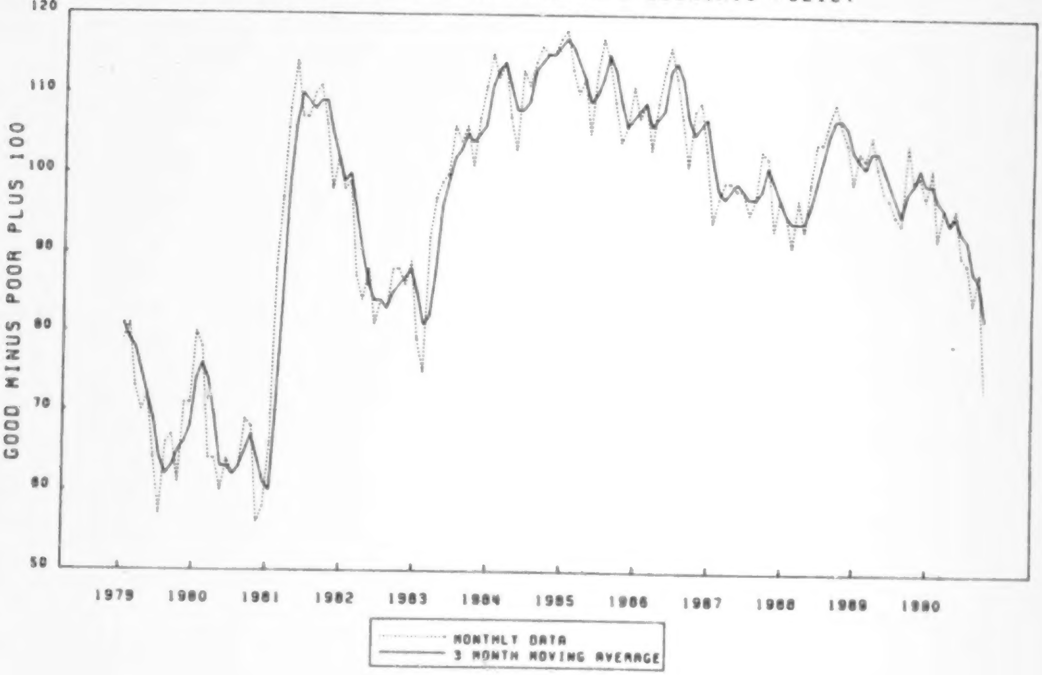


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

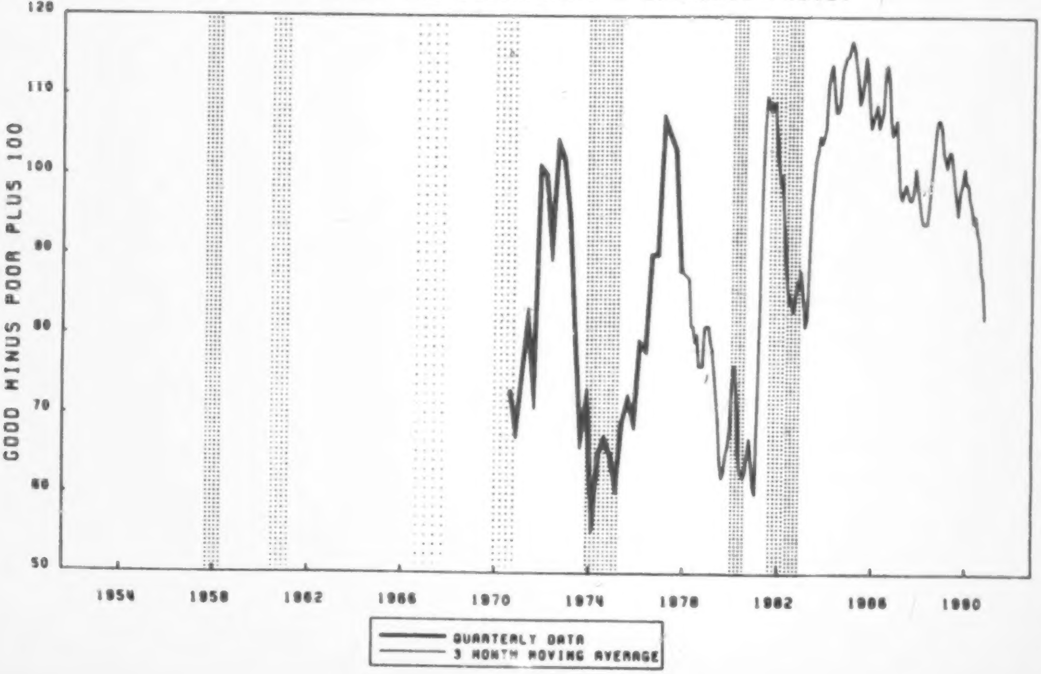


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
A GOOD JOB	18%	17%	20%	18%	17%	19%	17%	19%	16%	16%	15%	14%	11%
ONLY FAIR	61	64	55	63	57	56	59	55	56	56	52	59	49
A POOR JOB	19	17	23	17	25	23	23	23	26	27	31	26	38
DK,NA	2	2	2	2	1	2	1	3	2	1	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

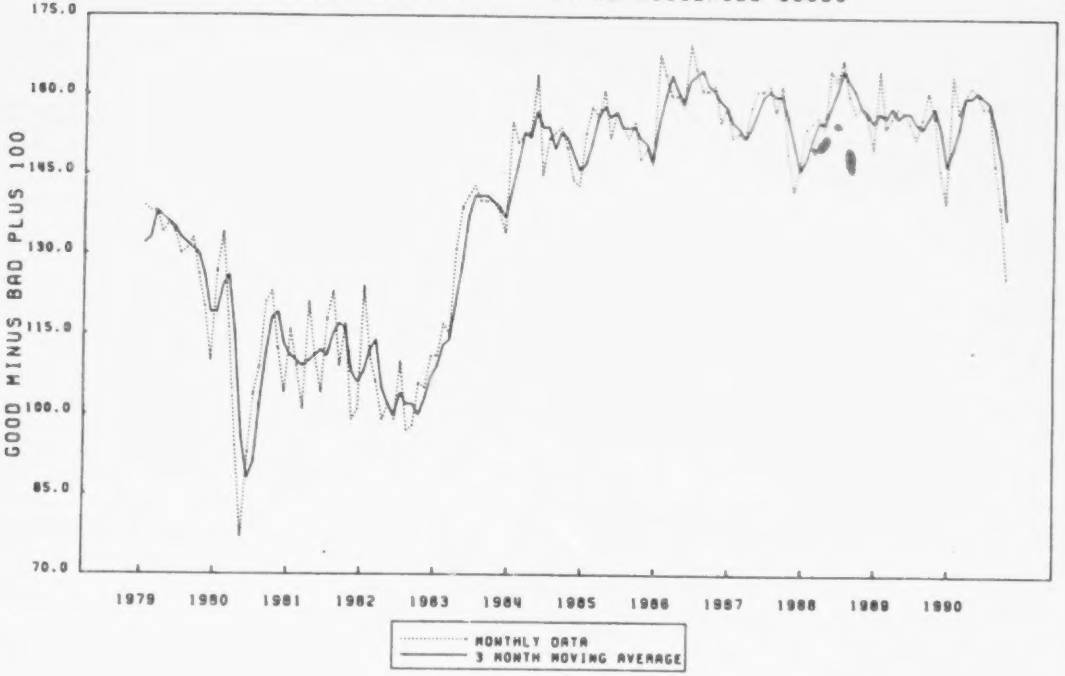


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

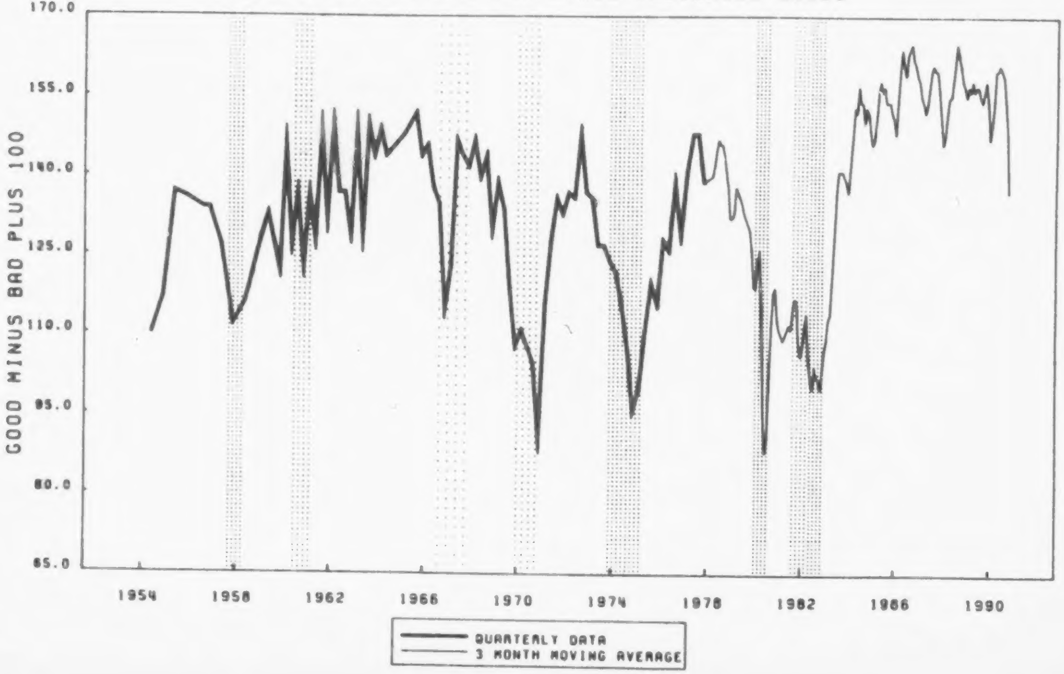


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY	73%	67%	65%	77%	74%	76%	78%	75%	75%	73%	69%	66%	58%
UNCERTAIN, DEPENDS	10	12	10	10	9	8	6	11	8	12	9	7	10
BAD TIME TO BUY	17	21	25	13	17	16	16	14	17	15	22	27	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

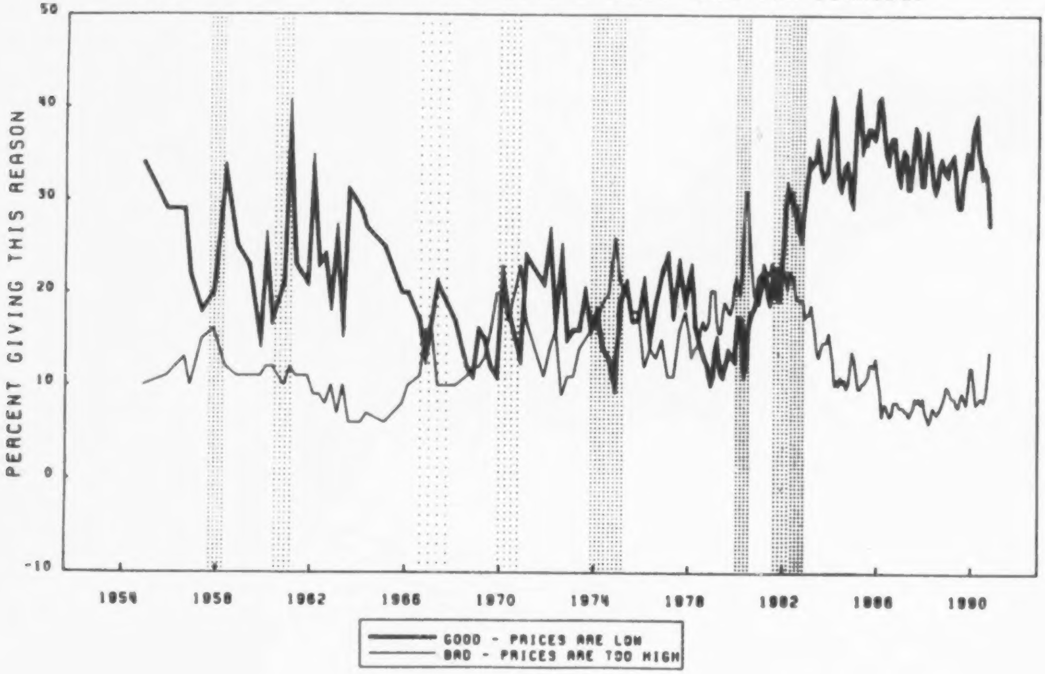


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

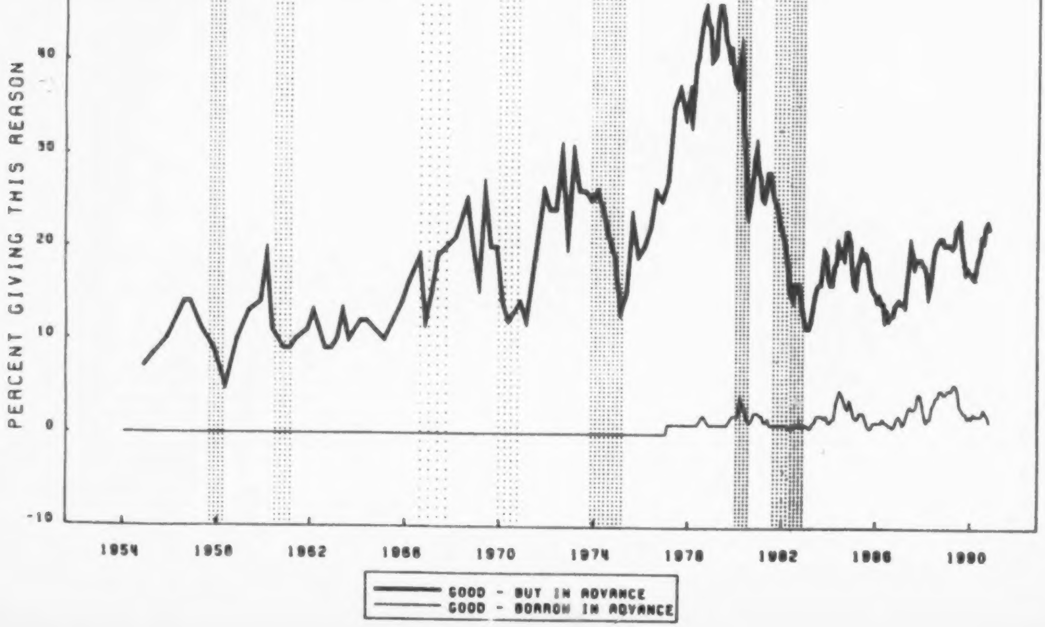


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	35%	32%	34%	45%	35%	36%	35%	32%	31%	37%	30%	26%	26%
Prices won't come down; are going higher	19	17	16	18	16	18	22	18	23	21	23	24	19
Interest rates are low	5	7	5	5	5	8	5	5	6	3	5	3	2
Borrow-in-advance of rising interest rates	2	1	3	1	3	2	1	3	2	3	2	1	1
Times are good; prosperity	6	4	3	4	4	8	4	5	4	3	3	2	2
BAD TIME TO BUY:													
Prices are high	8	14	14	8	8	8	9	9	8	8	11	14	16
Interest rates are high; credit is tight	3	3	4	2	3	3	2	5	3	3	2	5	5
Times are bad; can't afford to buy	4	5	5	2	6	5	4	2	5	3	5	7	8
Bad times ahead; uncertain future	2	1	3	2	2	3	1	3	2	3	7	8	11

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

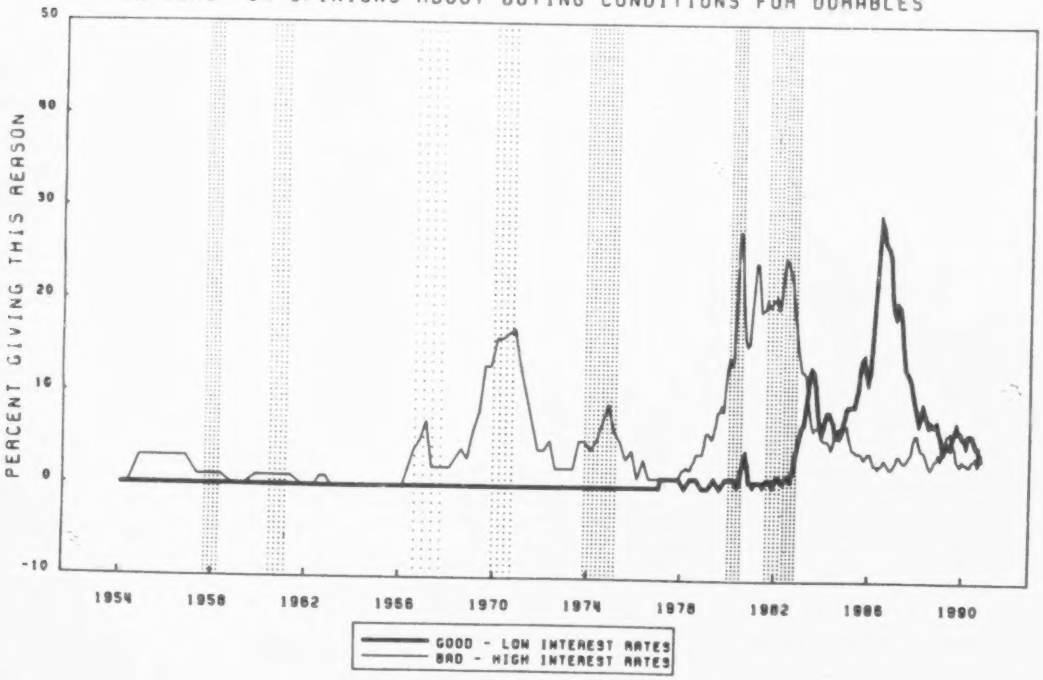


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

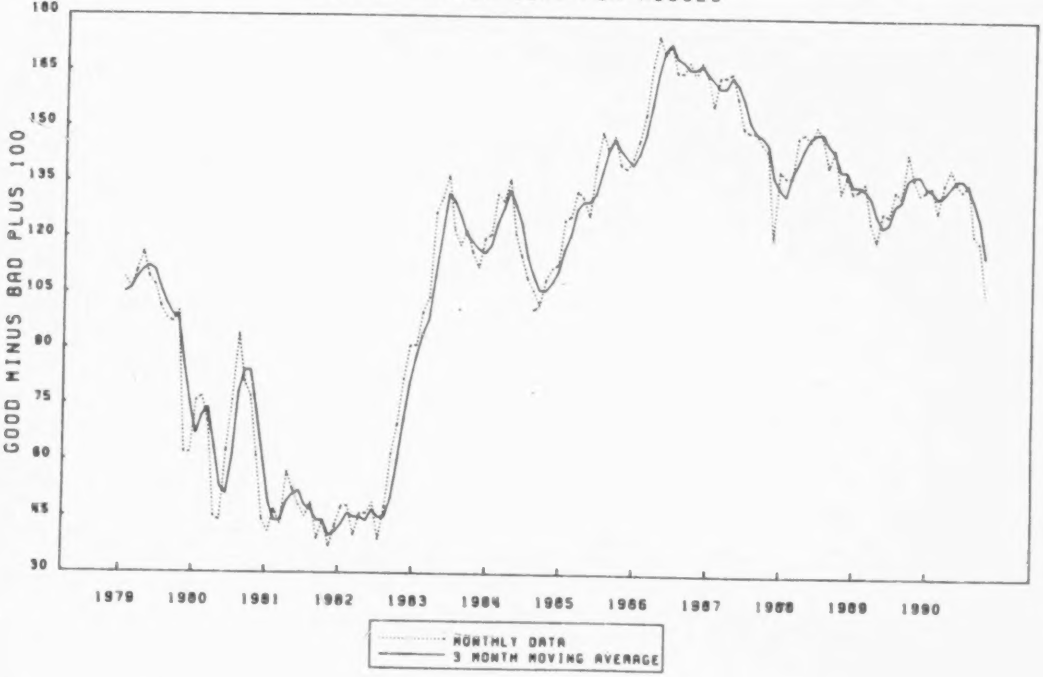


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

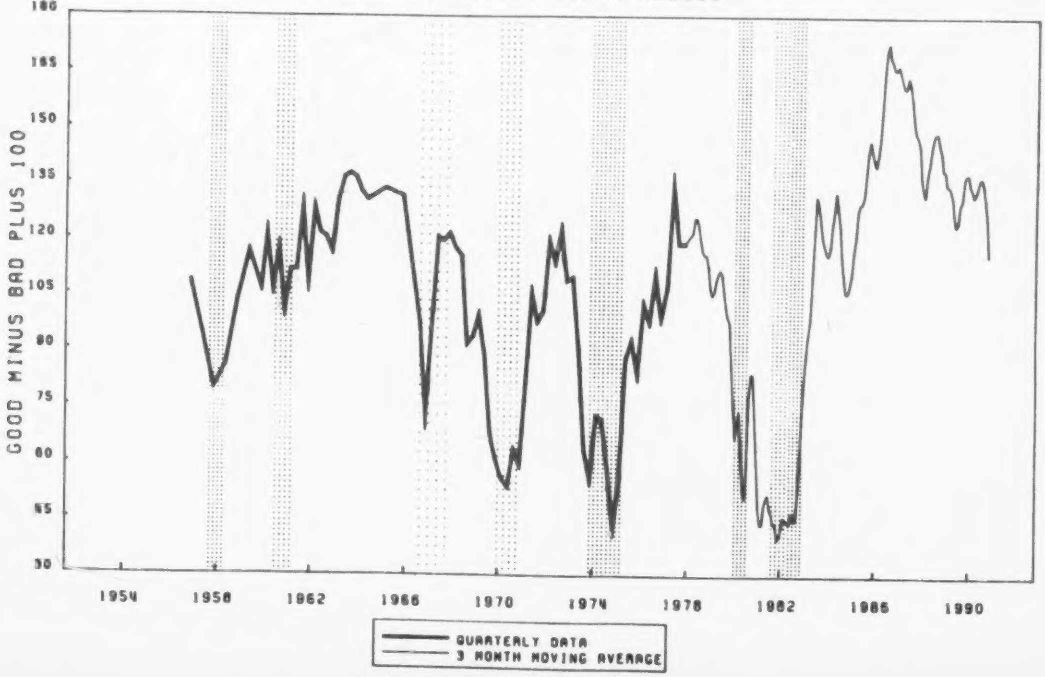


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY	66%	63%	64%	64%	62%	66%	68%	66%	65%	66%	59%	58%	50%
UNCERTAIN, DEPENDS	5	7	6	7	4	4	4	4	4	4	4	4	6
BAD TIME TO BUY	29	30	30	29	34	30	28	30	31	30	37	38	44
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

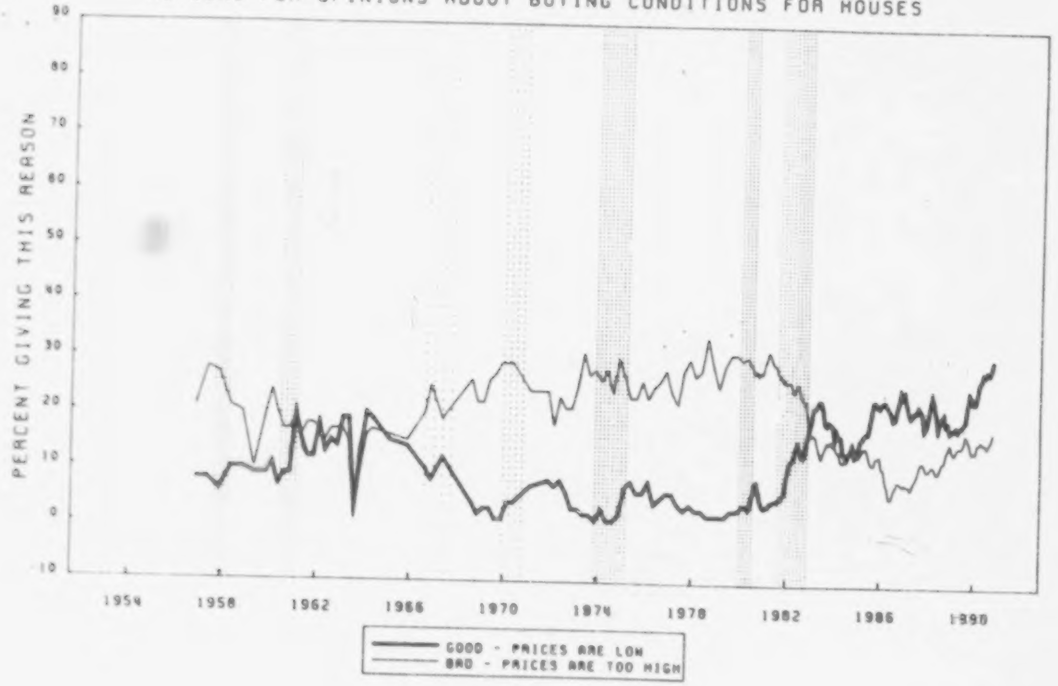


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

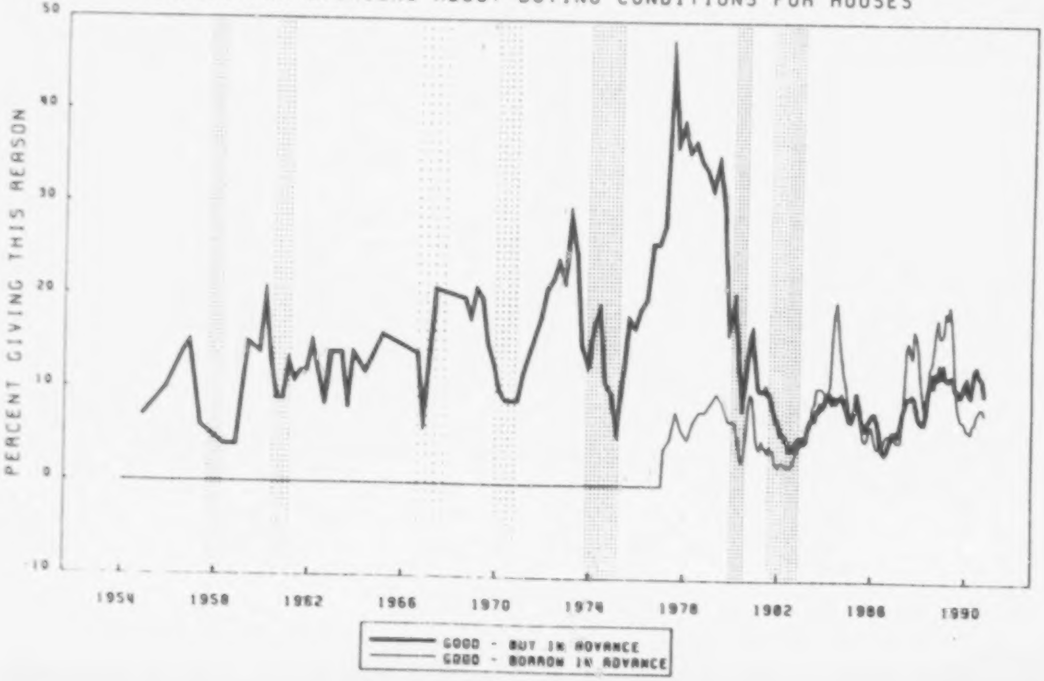


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	26%	21%	22%	26%	25%	29%	27%	29%	28%	29%	28%	30%	34%
Prices won't come down; are going higher	9	13	12	10	9	11	14	13	12	12	12	11	7
Interest rates are low	29	29	26	31	25	28	25	17	24	24	21	15	11
Borrow-in-advance of rising interest rates	6	8	7	4	8	6	7	8	9	8	9	9	6
Good investment	6	8	8	8	6	6	9	7	9	6	5	7	3
Times are good; prosperity	5	2	3	2	3	4	5	4	1	2	2	1	1
BAD TIME TO BUY:													
Prices are high	15	13	15	14	18	15	16	16	15	14	18	17	18
Interest rates are high; credit is tight	13	15	17	13	18	18	14	14	19	19	20	22	22
Times are bad; can't afford to buy	6	8	6	6	8	5	7	6	4	4	8	7	10
Bad times ahead; uncertain future	1	2	3	4	2	4	1	2	5	1	6	4	12

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

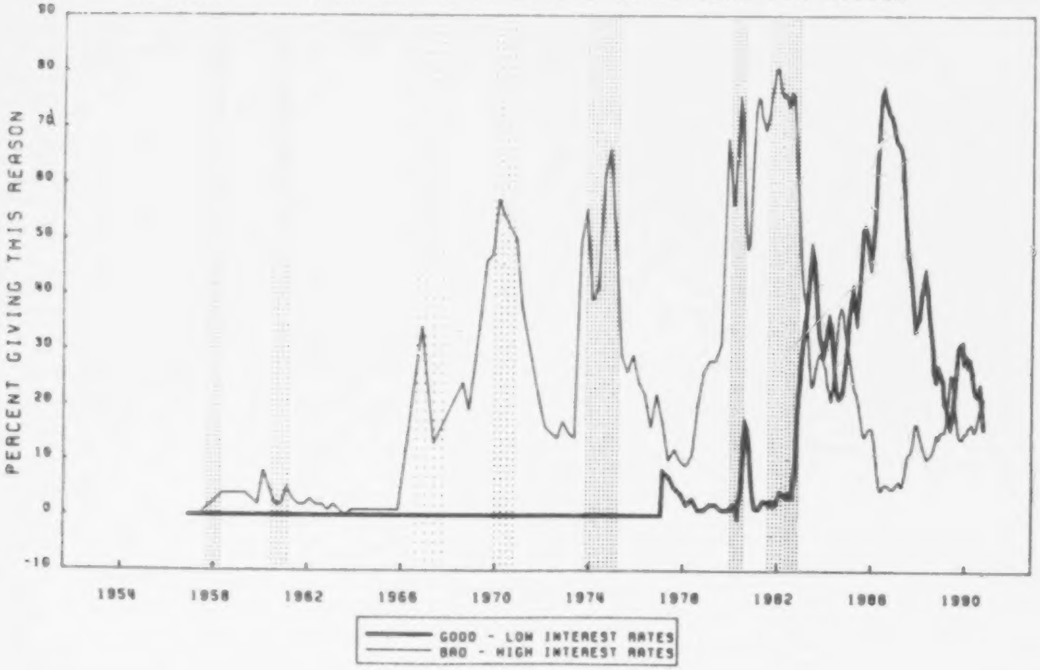


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

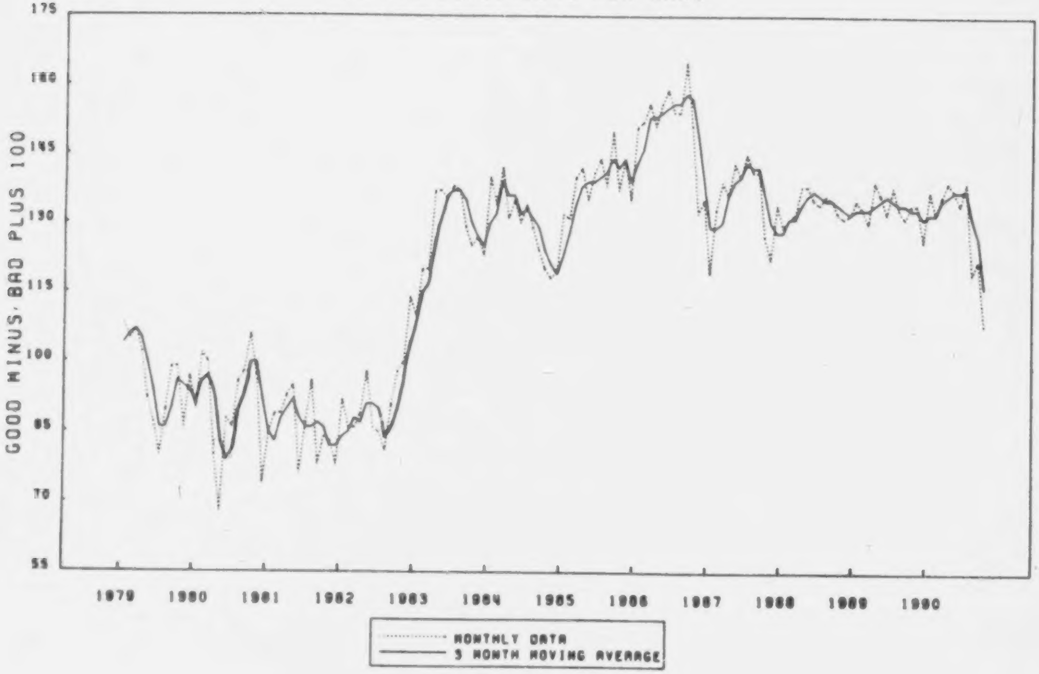


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

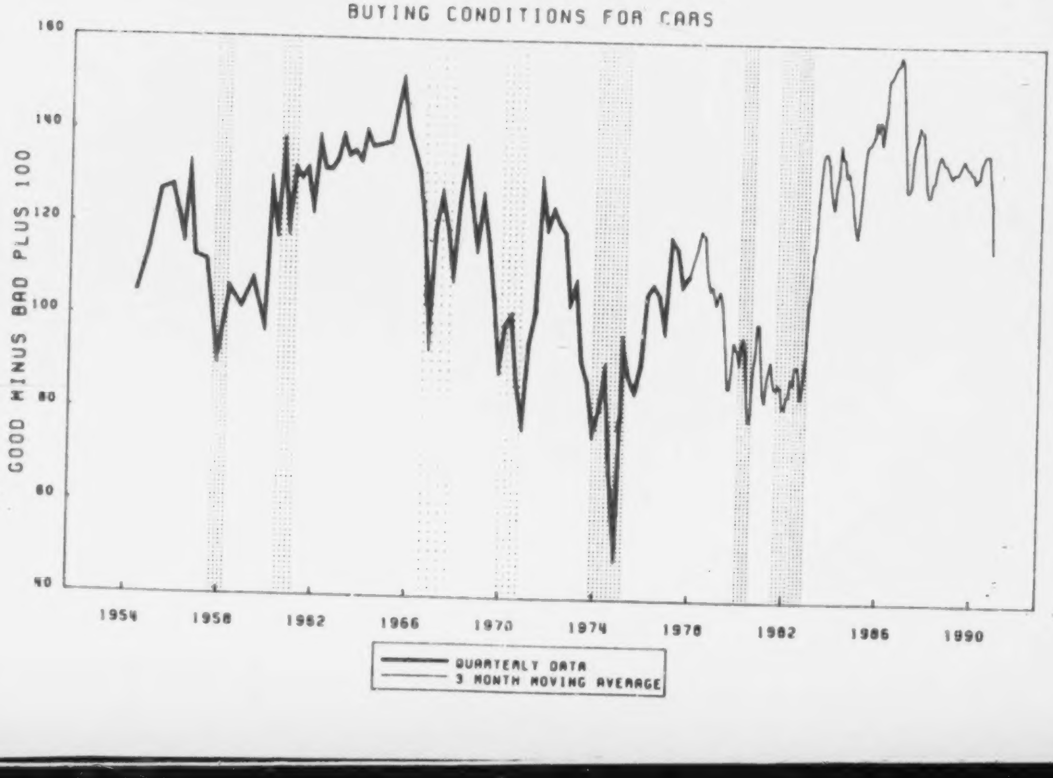


TABLE 25

BUYING CONDITIONS FOR CARS

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY	62%	62%	58%	63%	63%	65%	66%	64%	63%	65%	57%	59%	50%
UNCERTAIN; DEPENDS	10	10	10	11	6	6	7	9	8	9	5	4	8
BAD TIME TO BUY	28	28	32	26	31	29	27	27	29	26	38	37	42
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	500	500	511	503	504	504	500	500	500	502	503

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

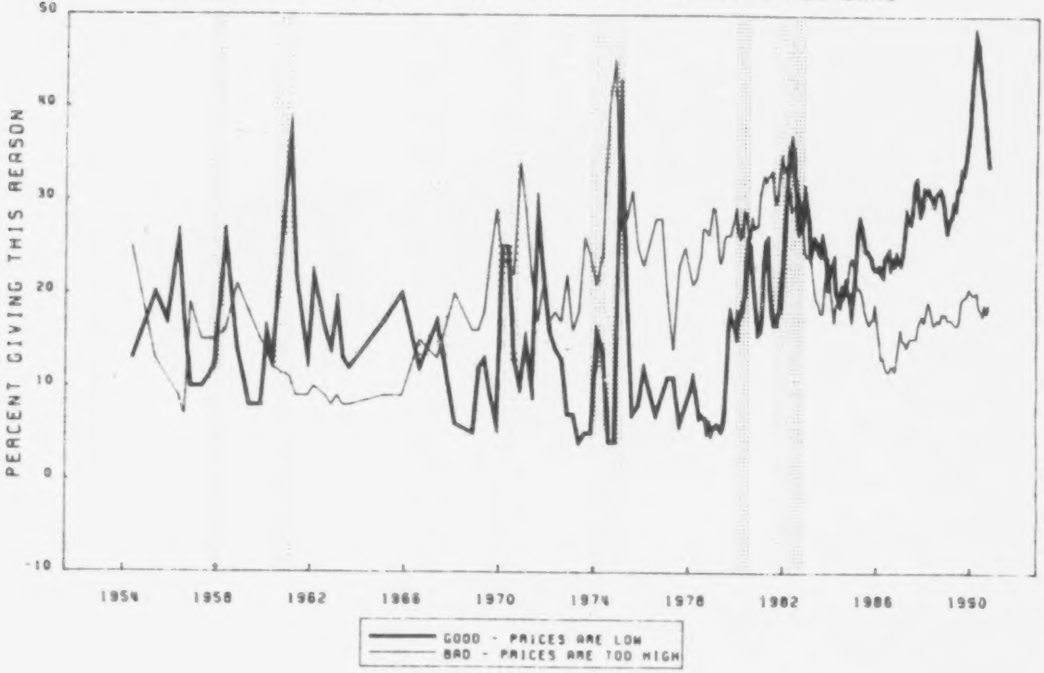


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

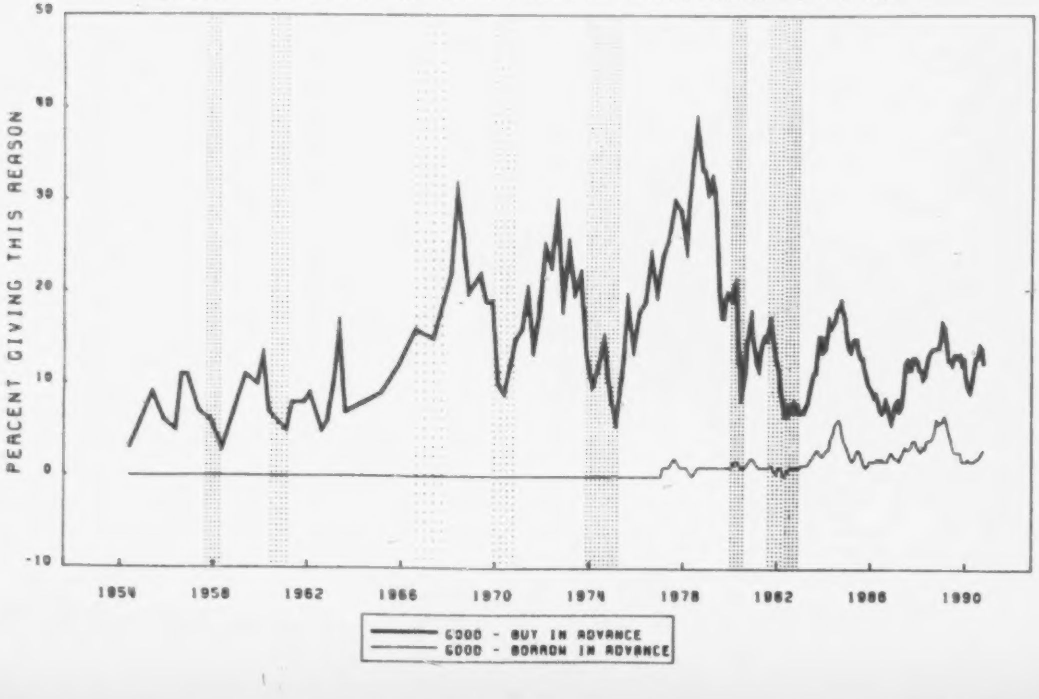
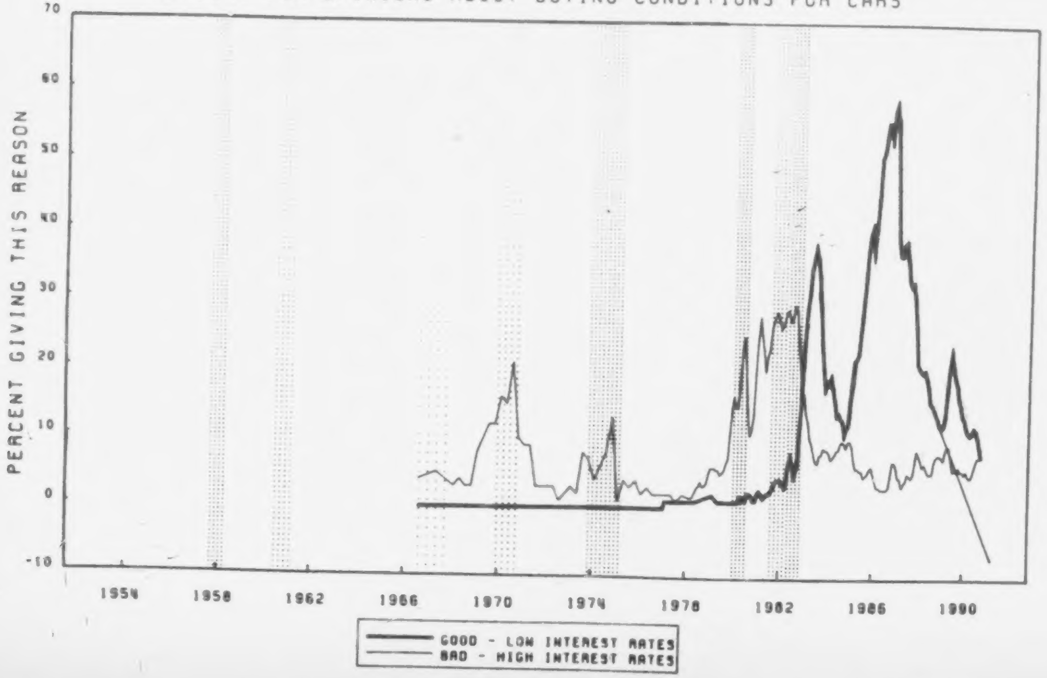


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Oct. 1989	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	36%	41%	38%	48%	48%	48%	45%	41%	41%	41%	32%	34%	35%
Prices won't come down; are going higher	16	11	11	10	8	10	13	12	14	13	16	13	8
Interest rates are low	13	15	13	12	11	11	11	12	13	10	9	9	5
Borrow-in-advance of rising interest rates	2	1	2	2	2	1	2	2	2	2	3	3	3
Times are good; prosperity	3	2	1	2	2	2	2	1	2	2	1	1	1
New fuel efficient models	*	*	*	*	*	1	1	1	*	*	1	4	2
BAD TIME TO BUY:													
Prices are high	18	23	21	17	22	21	18	17	20	16	21	17	19
Interest rates are high; credit is tight	6	5	6	5	6	4	4	7	7	7	9	7	8
Times are bad; can't afford to buy	4	4	4	2	4	4	4	2	3	5	3	4	8
Bad times ahead; uncertain future	2	1	1	2	2	2	2	2	3	1	6	5	10
Price of gas; shortages	*	*	*	*	*	*	*	*	1	*	5	10	12
Poor selection; quality	2	3	4	3	3	4	2	3	4	3	3	3	4

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

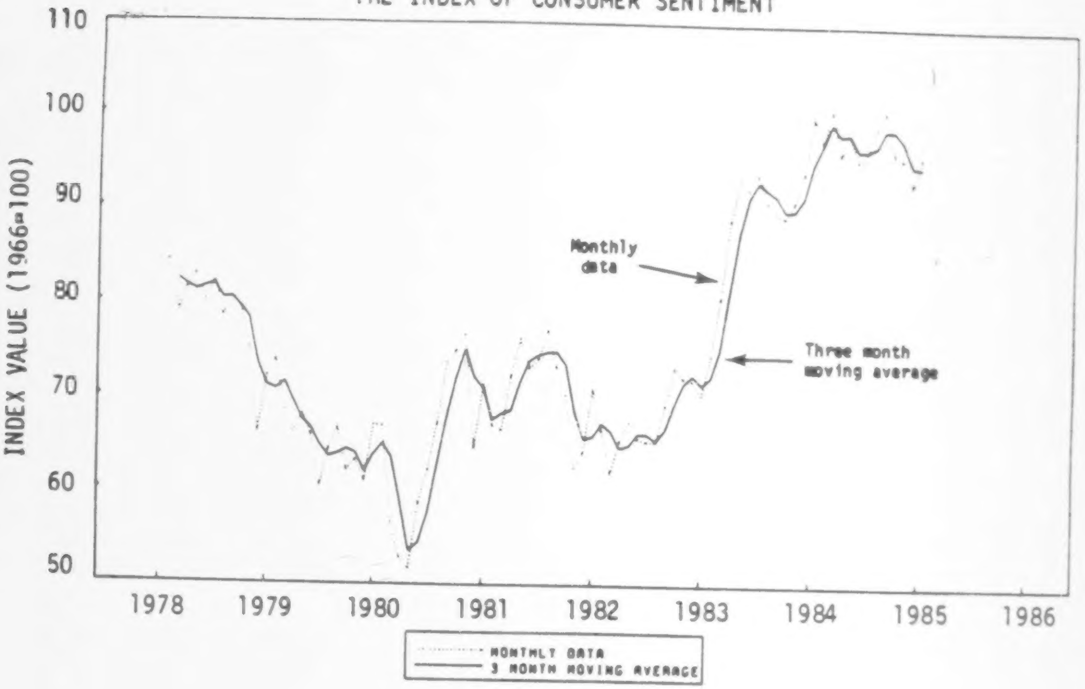
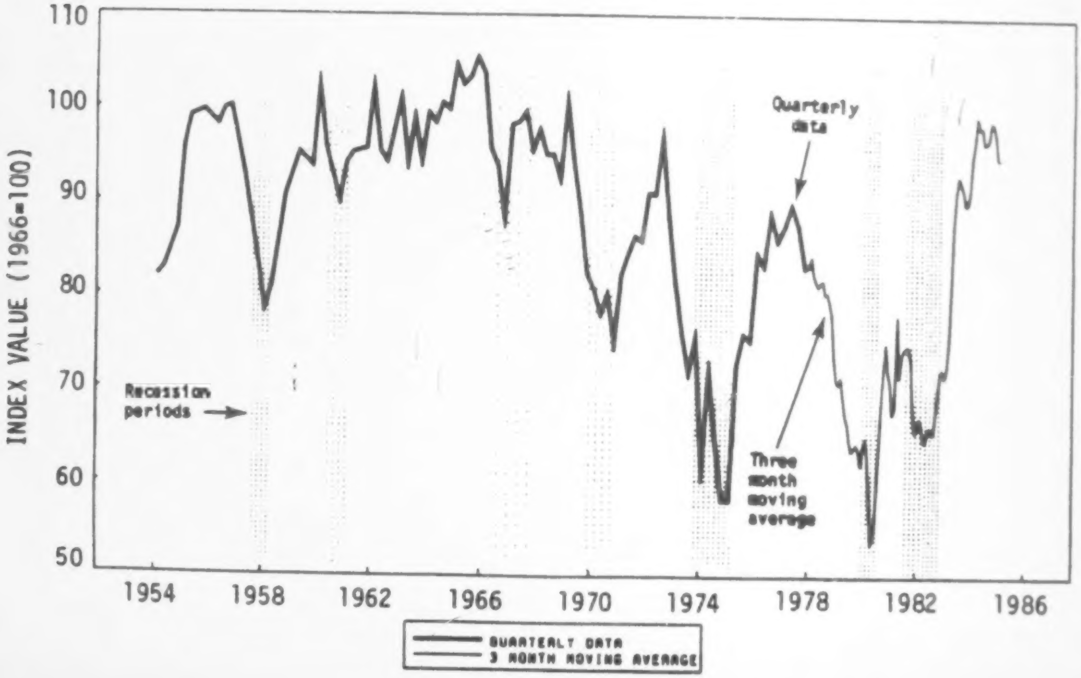


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 - October	1949
July	1953 - May	1954
August	1957 - April	1958
April	1960 - February	1961
June	1966 - November	1967*
December	1969 - November	1970
November	1973 - March	1975
January	1980 - July	1980
July	1981 - November	1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

November 1990 Monthly Survey
November 30, 1990

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER CONFIDENCE REMAINS LOW

Index Posts Small Gain

Following the sharp declines recorded in prior months, consumer sentiment remained largely unchanged in the November 1990 survey. Among all families, the Index of Consumer Sentiment stood at 66.0 in the November survey, insignificantly above the 63.9 recorded one month earlier.

Rather than an improvement, the small November uptick simply represents a halt to the very rapid declines. Repeated declines of the size recorded during the past few months could not have been expected to continue, as some of the sentiment measures had already neared record lows.

The entire small gain was recorded among lower income families, as the Index of Consumer Sentiment for families with incomes of $30,000 or more remained at 69.4 in November, unchanged from October.

The small change was shared by residents of all regions. Among residents of the Northeast, the Index of Consumer Sentiment rose to 63.9 in November from 59.8 in October; among those living in the North Central region the Index rose to 67.2 from 63.6; among Southern residents it rose to 65.2 from 64.5; and among those residing in the Western region, the Index rose to 68.3 in November from 67.6 in October.

Leading Indicator

The Index of Consumer Expectations was 52.8 in the November 1990 survey, up slightly from the 50.9 recorded one month earlier, but still well below the 84.3 recorded one year earlier.

Patterns of Cyclical Changes: Uneven Declines Across Measures

During the past cycle, the Index of Consumer Sentiment has ranged from a low of 51.7, recorded in May of 1980, to a high of 101.0 recorded in March of 1984. Of the 49.3 Index-point improvement from trough to peak, the Index has thus far declined by 35 Index-points--for a loss of about 71% of that improvement. Expectations of future economic conditions were responsible for the largest part of the decline in the Index, rather than evaluations of current economic conditions.

The Index of Consumer Expectations reached its last lowpoint of 44.2 in July of 1979 and a peak of 97.7 in March of 1984. By November 1990, it had lost 44.9 of the 53.5 Index-point change, or about 84% of the cyclical increase. The Index of Current Economic Conditions ranged from a trough of 61.7 in May of 1980 to a peak of 113.3 in June of 1986, for a total change of 51.6 Index-points. By November 1990, it lost 26.6 Index-points, or just about half its cyclical gain.

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The smaller decline recorded thus far in evaluation of current economic conditions does mirror the pattern of the last cyclical decline: the lowpoint in the Expectations Index was reached 10 months before the lowpoint in the Index of Current Economic Conditions.

As shown in the table, most of the decline was due to the responses on the two questions concerning expected prospects for the economy, rather than from the questions on personal finances or buying conditions. Indeed, consumers' views of prospects for the general economy over both the near and longer terms are now very close to the last cyclical lowpoints. In contrast, the current readings for evaluations of personal finances and buying conditions are near the midpoint of the cyclical ranges.

It is quite likely that the cyclical lowpoint for the measures of personal financial evaluations and buying conditions will not reach as low a level as recorded prior to the recessions at the start of the 1980s. The driving force behind those declines involved high and rising inflation rates. At that time, nearly half of all consumers cited diminished living standards due to inflation, twice as many as the November survey recorded. Importantly, the recent increase in inflation has been viewed more as a temporary phenomena. Moreover, current buying attitudes continue to receive substantial support from the availability of price discounts and rebates.

INDEX COMPONENTS	Favorable Responses	Unfavorable Responses	Relative (Fav-Unfav+100)
Current Personal Finances			
Cyclical range	24% - 50%	20% - 51%	73 - 127
November 1990	35%	38%	97
Expected Personal Finances			
Cyclical range	20% - 45%	6% - 31%	91 - 137
November 1990	31%	19%	112
12 Month Business Conditions			
Cyclical range	11% - 73%	19% - 82%	31 - 154
November 1990	15%	74%	41
5 Year Business Conditions			
Cyclical range	10% - 47%	31% - 72%	40 - 116
November 1990	18%	62%	56
Buying Conditions for Durables			
Cyclical range	35% - 81%	11% - 58%	77 - 170
November 1990	61%	34%	127

National Economy Viewed in Recession

The November 1990 survey recorded very unfavorable assessments of current and expected conditions in the national economy.

Among all families, 75 percent thought the economy had worsened during the past year, just ahead of the 74 percent recorded one month earlier, and more than twice the 36 percent recorded one year earlier.

For the year ahead, 74 percent expected bad times financially in the economy as a whole in the November 1990 survey, up from 71 percent one month earlier, and twice the 34 percent recorded one year earlier. Just 15 percent of all families in the November 1990 survey expected good times financially in the economy during the year ahead.

Over the next five years, 62 percent expected bad times financially in the economy in the November 1990 survey. Although slightly below the 65 percent recorded one month earlier, it remains substantially higher than the 46 percent recorded one year earlier.

Rising Unemployment Chief Concern

The sharp rise in unemployment expectations recorded in October was confirmed in the November survey. The national unemployment rate was expected to increase by 64 percent of all families in the November 1990 survey, up from 62 percent one month earlier and just 44 percent two months ago. Just 5 percent of all families expected the unemployment to decline in the November 1990 survey.

Interest Rate Expectations Remain Unchanged

Interest rates were expected to increase by 57 percent of all families in the November 1990 survey, unchanged from October, and just barely above the 52 percent recorded last November. Interest rate declines were expected by 21 percent in November 1990, up from 17 percent one month earlier and 18 percent one year earlier.

Inflation Fears Ease

The annual rate of inflation expected by consumers fell to 5.7% in the November 1990 survey from 6.1% one month earlier. This was still well above the 4.7% recorded just prior to the invasion of Kuwait and in the November 1989 survey.

Personal Finances Posts Small Improvement

The proportion of families that reported that their financial situation had improved during the past year rose to 35 percent in November from 30 percent in October. Most of the increase came from the proportion that reported no change in their financial situation, as the proportion that reported being worse off financially in November stood at 38 percent, just below the 39 percent recorded one month earlier, and well above the 26 percent recorded one year earlier. Overall, the October and November readings were less favorable than any other time since early in 1983.

The small November improvement was due to more frequent reports of income increase. Increases in family incomes during the past year were reported by 30 percent of all families in November, up from 24 percent in October, while reports of declines in family incomes were reported by 19 percent in November, unchanged from October. Complaints about rising prices diminishing living standards were voiced by 23 percent of all families, just below the 24 percent recorded one month earlier, and nearly twice the 12 percent recorded in July.

For the year ahead, 31 percent of all families expected to be better off financially. Although this was marginally above the 29 percent recorded one month earlier, it remained well below the 40 percent recorded one year earlier. The proportion of families that expected to be worse off financially during the year ahead fell to 19 percent in the

November 1990 survey from 24 percent one month earlier, but still well above the 10 percent recorded a year earlier.

Buying Attitudes

Buying attitudes remained largely unchanged in the November 1990 survey from one month earlier. Overall, favorable buying attitudes have posted 12-15 percentage point declines since the invasion of Kuwait. Compared with the sharp declines in prospects for the general economy, these more modest declines reflect offsetting trends. Families continued to report the availability of lower prices and discounts which helped to maintain favorable buying attitudes. Offsetting this support has been consumers' apprehensions about the future course of the economy, which have cast doubt on the advisability of making major purchases.

Durables. Attitudes toward buying conditions for furniture, appliances, and home electronic goods remained largely unchanged in November from one month earlier. Among all families, 61 percent held favorable attitudes toward buying conditions for large household durables, up from 58 percent one month earlier, while unfavorable attitudes rose to 34 percent in November from 32 percent in October.

The proportion that mentioned the availability of discounted prices was 27 percent in November, just ahead of the 26 percent recorded in October, while the number that complained about high prices fell to 12 from 16 percent.

Apprehensions about current and future economic prospects continue to be a major reason for the weakness in buying attitudes. Among all families, 21 percent reported these concerns in the November 1990 survey, more than three times the level of one year earlier.

Homes. Home buying attitudes were slightly more positive in November than one month earlier but still lagged behind last year's reading. Among all families, 54 percent rated home buying conditions favorably in November, up from 50 percent in October, but still below the 66 percent recorded in July. The minor improvement was due to a slight increase in favorable references to mortgage interest rates. The availability of lower mortgage rates was mentioned by 13 percent in November, up from 11 percent in October, while complaints about high mortgage rates fell to 20 from 22 percent.

The availability of lower home prices was reported by 34 percent of all families in the November 1990 survey, unchanged at the all-time record high first recorded one month earlier.

An unfavorable view of home buying conditions was caused by apprehensions about current and expected economic conditions--reported by 22 percent of all families in the November 1990 survey, unchanged from October.

Vehicles. The proportion holding favorable vehicle buying attitudes remained at 50 percent in the November, unchanged from October, while the proportion that expressed unfavorable opinions rose slightly to 45 from 42 percent.

The availability of price discounts on new vehicles were mentioned by 34 percent of all families in the November 1990 survey, just below the 35 percent recorded one month earlier. Complaints about rising prices remained unchanged at 19 percent in both the October and November surveys.

The impact of rising gasoline prices diminished somewhat in the November 1990 survey, with the proportion mentioning this factor falling to 7 from 12 percent one month earlier.

More generalized concerns about current and future economic prospects continue to play an important factor in unfavorable car buying attitudes--reported by 16 percent of all families in November, just below the 18 percent recorded in October.

* * *

The November 1990 survey included 501 completed interviews conducted between October 27 and November 21, 1990.

U7475-2A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

NOVEMBER 1990

The November 1990 survey was the 268th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

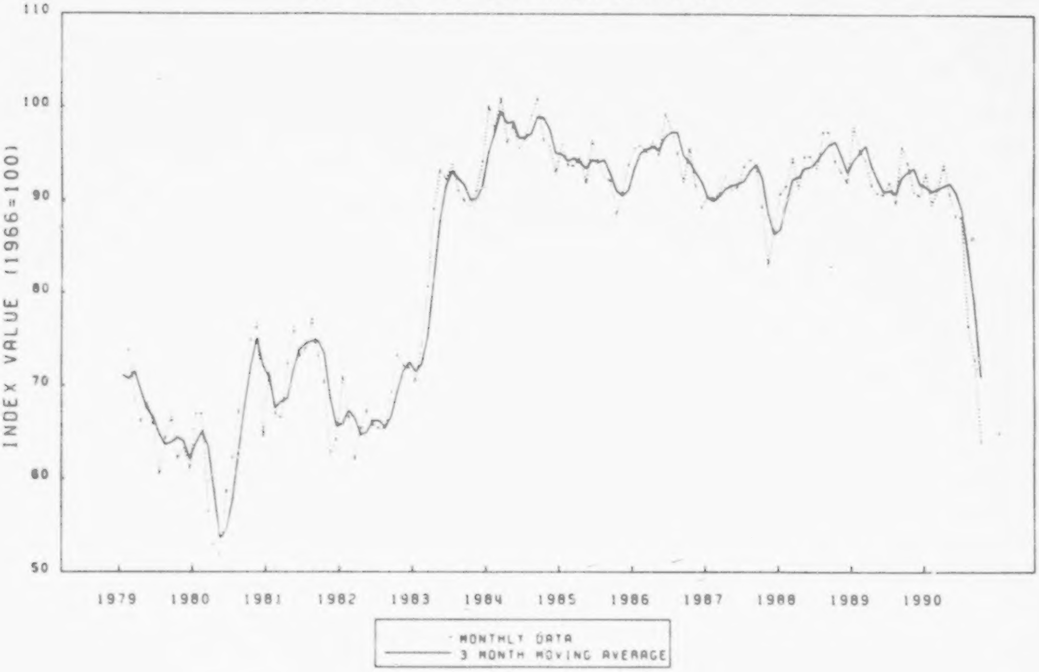


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

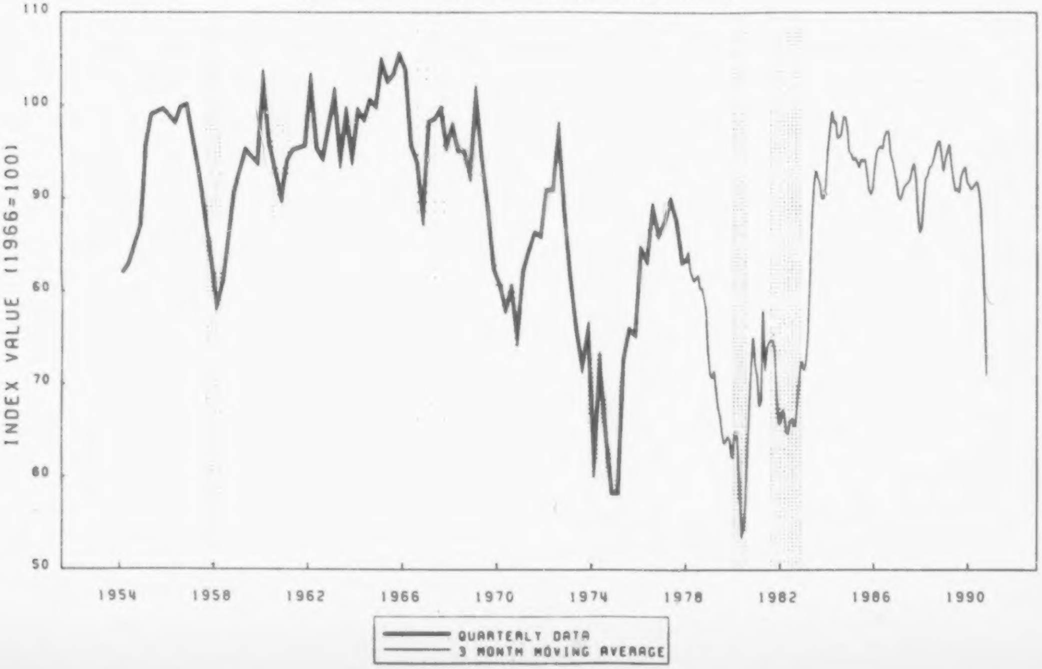


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
November	1987	83.1	87.7	90.5
December	1987	86.8	94.5	96.1
January	1988	90.8	99.0	99.9
February	1988	91.6	98.1	100.8
March	1988	94.6	103.7	104.6
April	1988	91.2	99.1	99.6
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

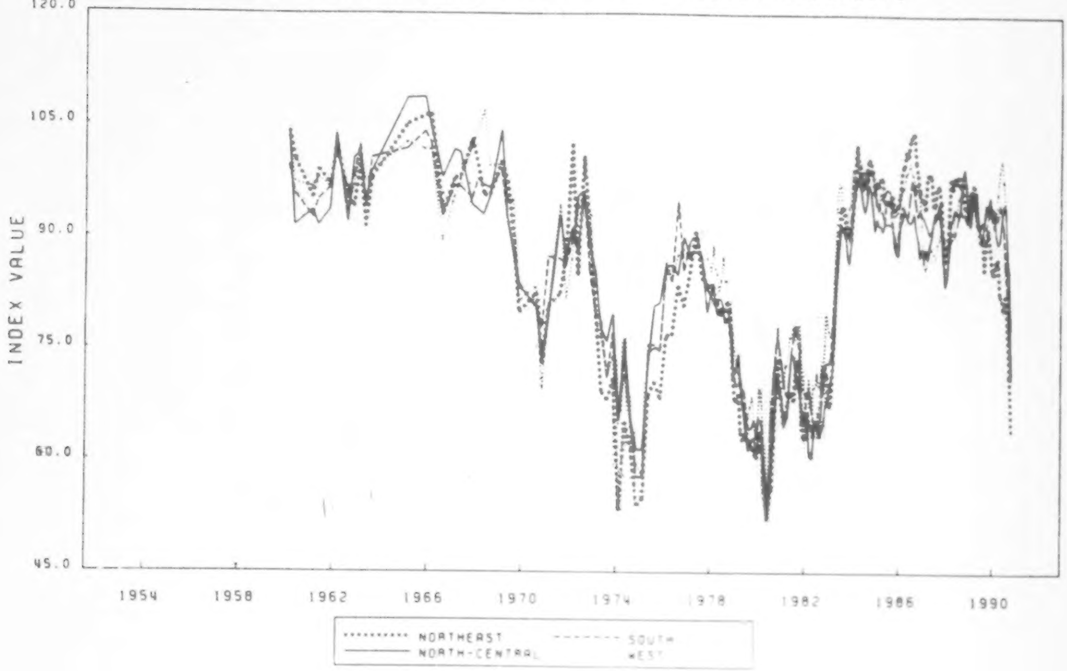


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

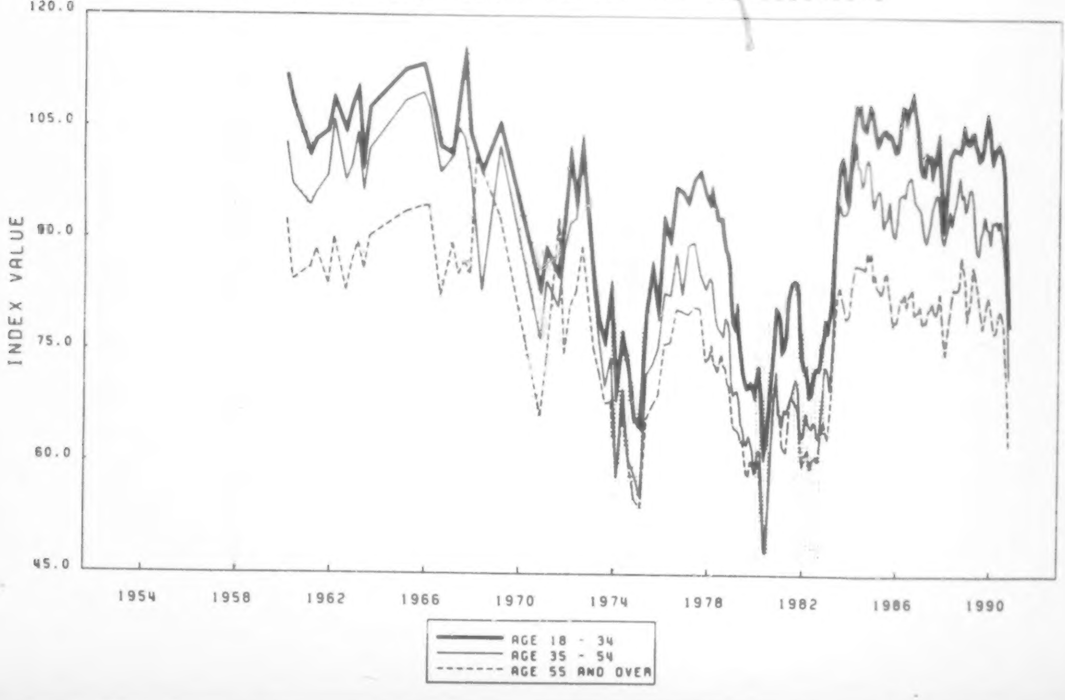


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY		CENSUS REGION				AGE OF RESPONDENT		
		North East	North Central	South	West	18-34	35-54	55+
November	1987	83.9	79.6	87.9	79.4	91.7	86.6	70.8
December	1987	83.4	83.6	90.4	89.2	94.1	92.9	73.6
January	1988	99.8	91.3	87.6	88.5	98.3	93.6	80.1
February	1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March	1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April	1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.8	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3

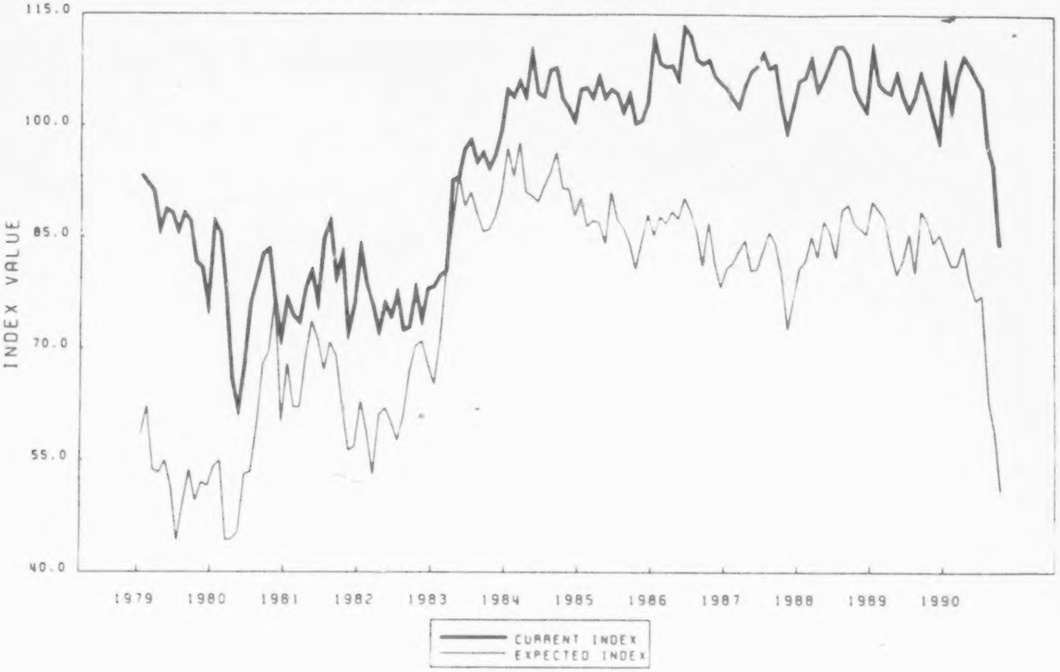


CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

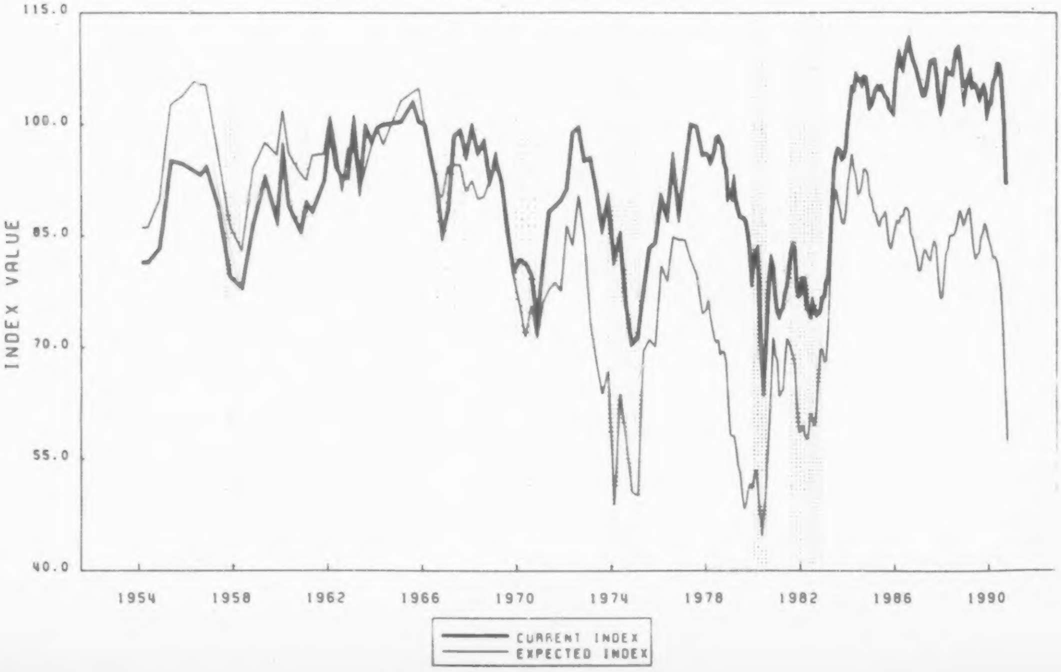


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
November 1987	115	118	93	80	142	99.3	72.7
December 1987	119	120	98	89	147	102.7	76.7
January 1988	122	131	110	84	154	106.2	80.9
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

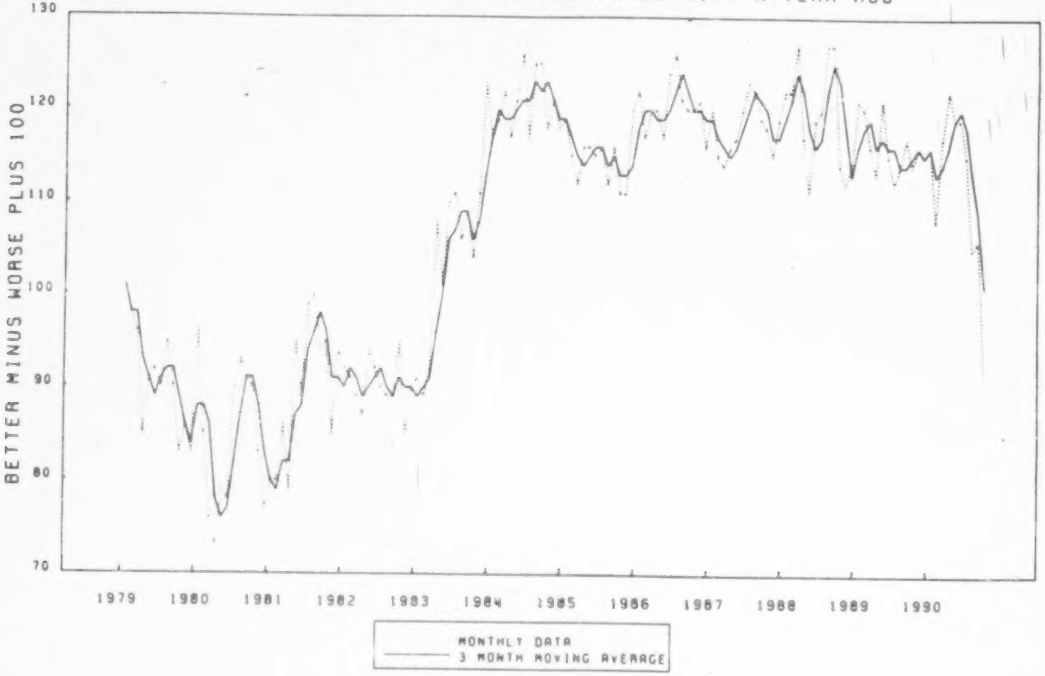


CHART 4 - HISTORICAL SERIES

CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

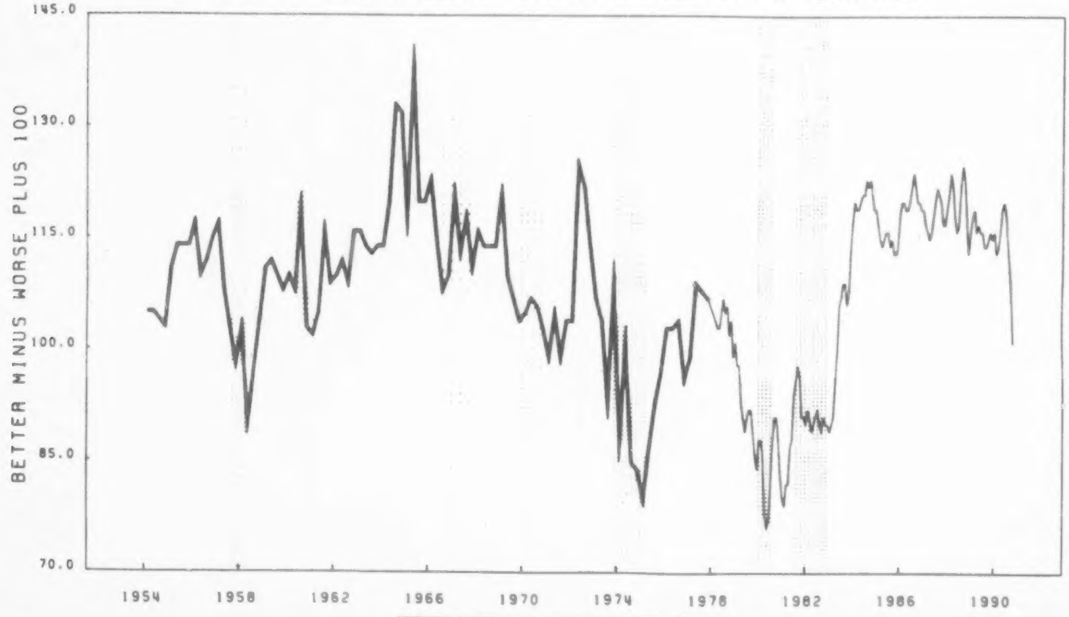


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
BETTER OFF	42%	41%	43%	38%	43%	46%	43%	43%	43%	36%	36%	30%	35%
SAME	32	32	30	32	30	29	33	33	29	33	34	31	27
WORSE OFF	26	26	27	30	26	24	24	24	28	31	30	39	38
DK,NA	*	1	*	*	1	1	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

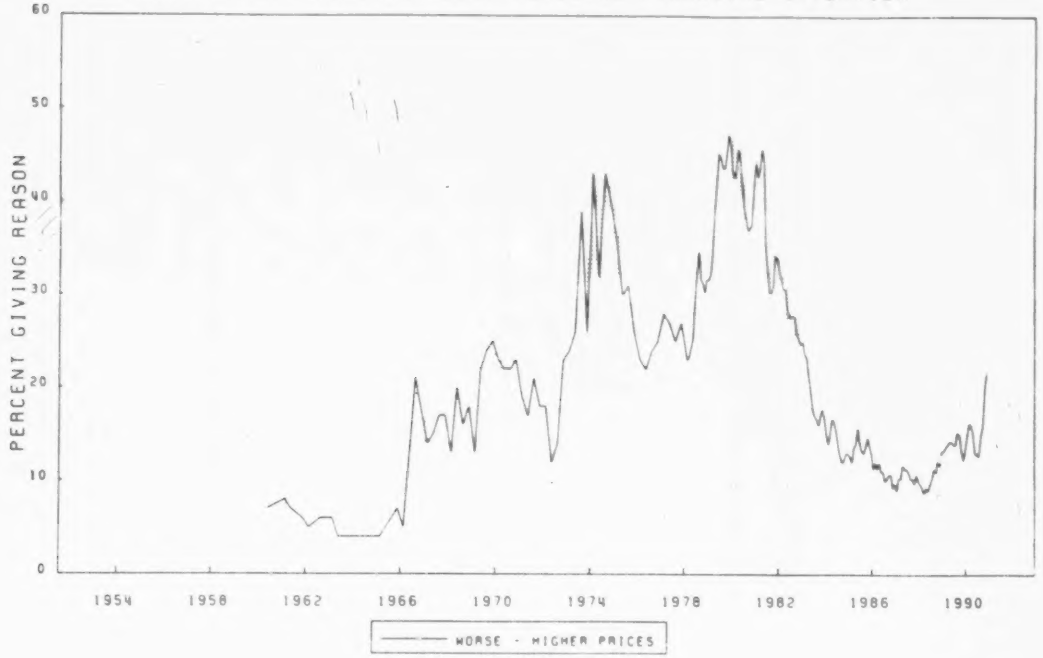


CHART 5B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

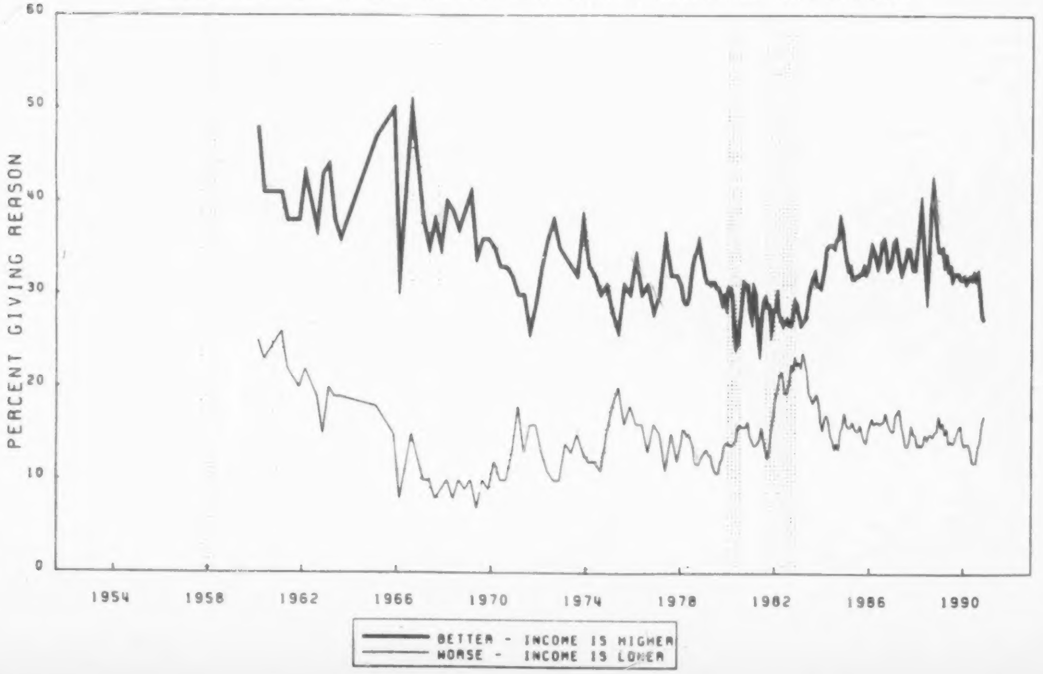


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	31%	33%	30%	32%	34%	29%	34%	32%	31%	28%	24%	30%
WORSE OFF THAN YEAR AGO:													
Income is lower	15	11	15	16	11	13	12	11	13	17	13	19	19
Higher prices	13	16	16	17	15	13	11	15	12	18	18	24	23

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

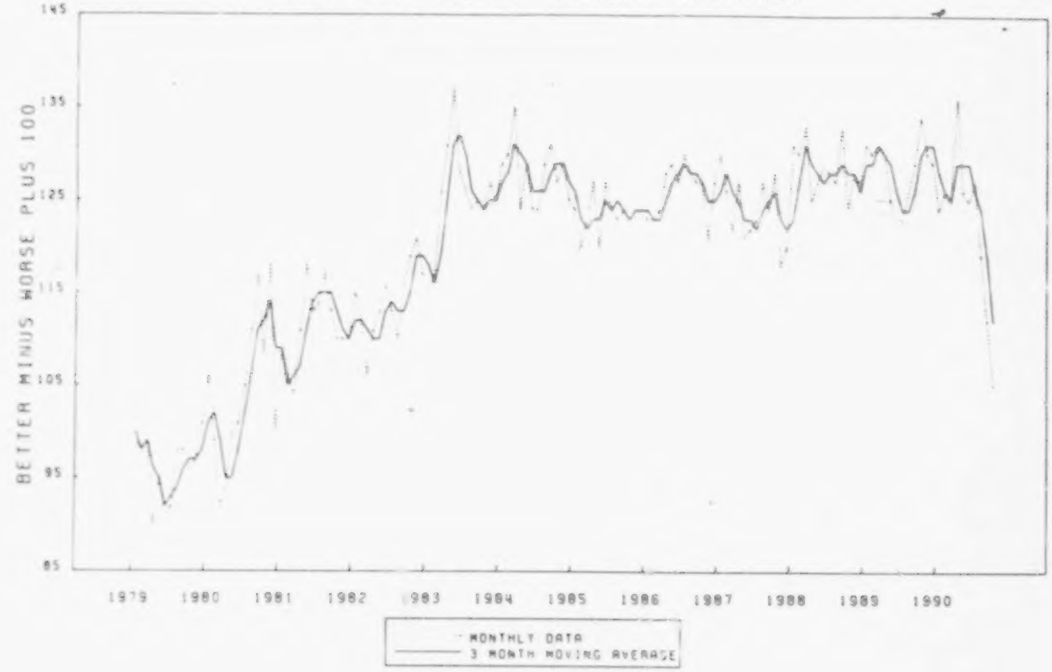


CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

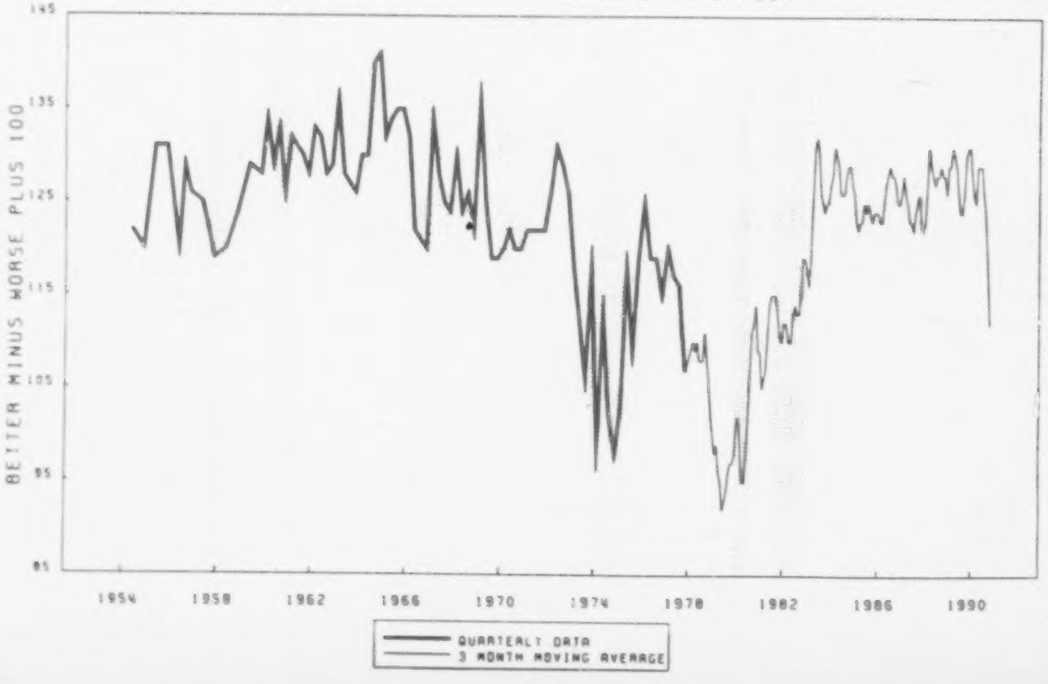


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
BETTER OFF	40%	37%	35%	35%	37%	45%	38%	36%	37%	32%	29%	29%	31%
SAME	48	50	51	53	49	44	48	50	51	52	52	44	46
WORSE OFF	10	8	11	9	12	9	12	11	10	13	17	24	19
DK,NA	2	5	3	3	2	2	2	3	2	3	2	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

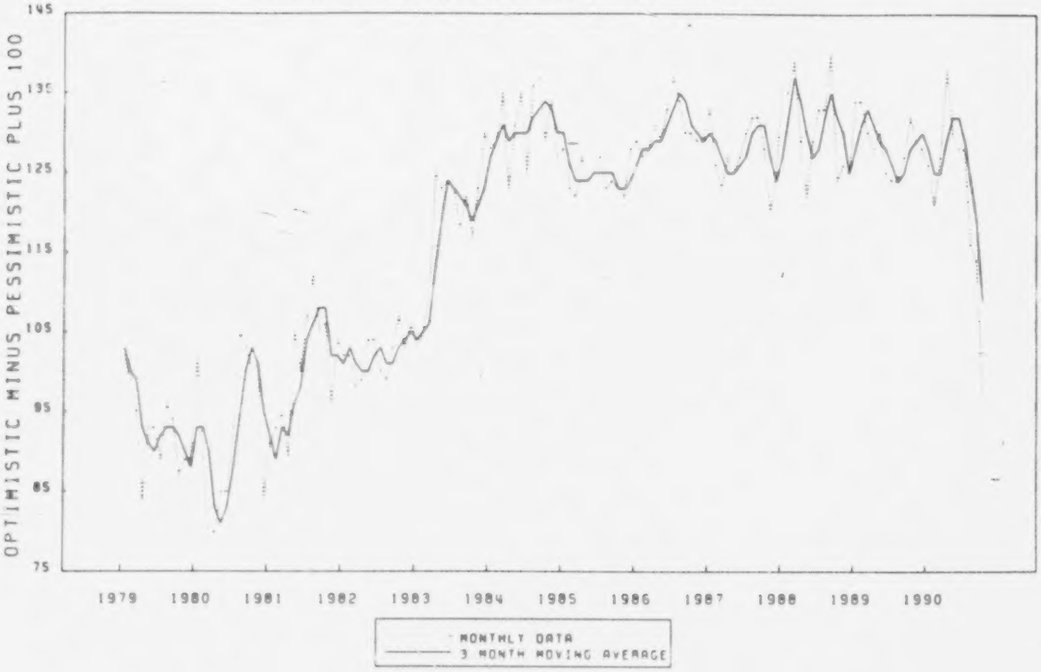


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

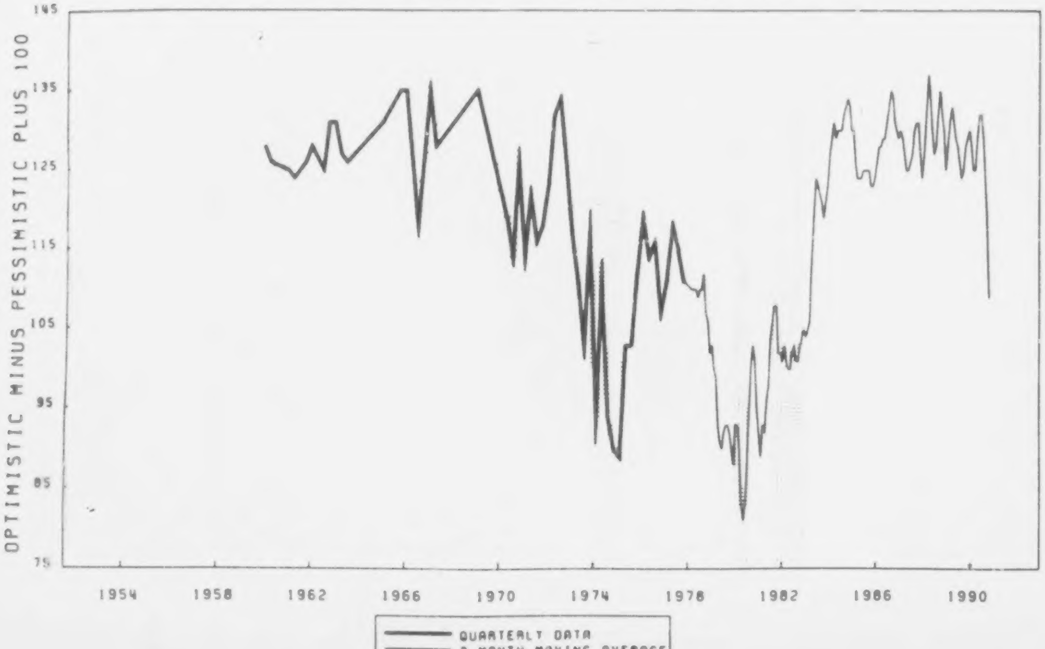


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
Continuous increase (a)	21%	19%	20%	17%	20%	24%	22%	19%	21%	14%	14%	13%	15%
Intermittant increase (b)	26	28	28	26	28	29	26	29	26	28	26	20	23
Remain unchanged (c)	20	18	17	21	17	16	21	18	20	18	21	15	13
Intermittant decline(d)	14	16	16	17	15	11	11	16	13	20	17	25	23
Continuous decline (e)	4	3	6	5	6	4	7	4	6	6	9	12	9
Mixed change (f)	13	11	9	10	10	13	11	11	12	11	11	12	13
DK,NA	2	5	4	4	4	3	2	3	2	3	2	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

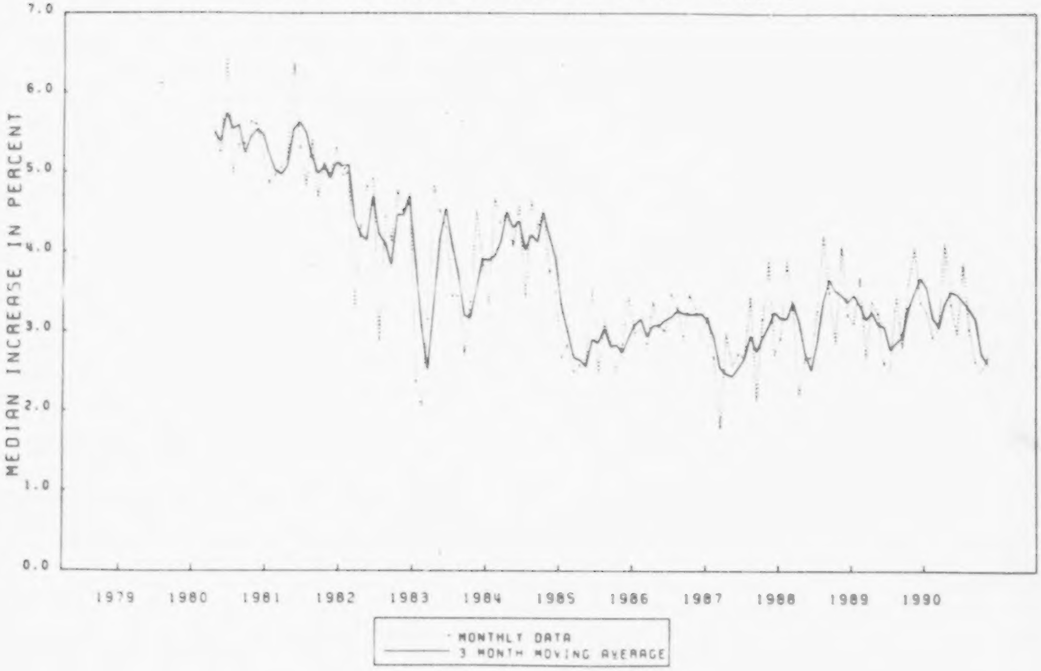


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

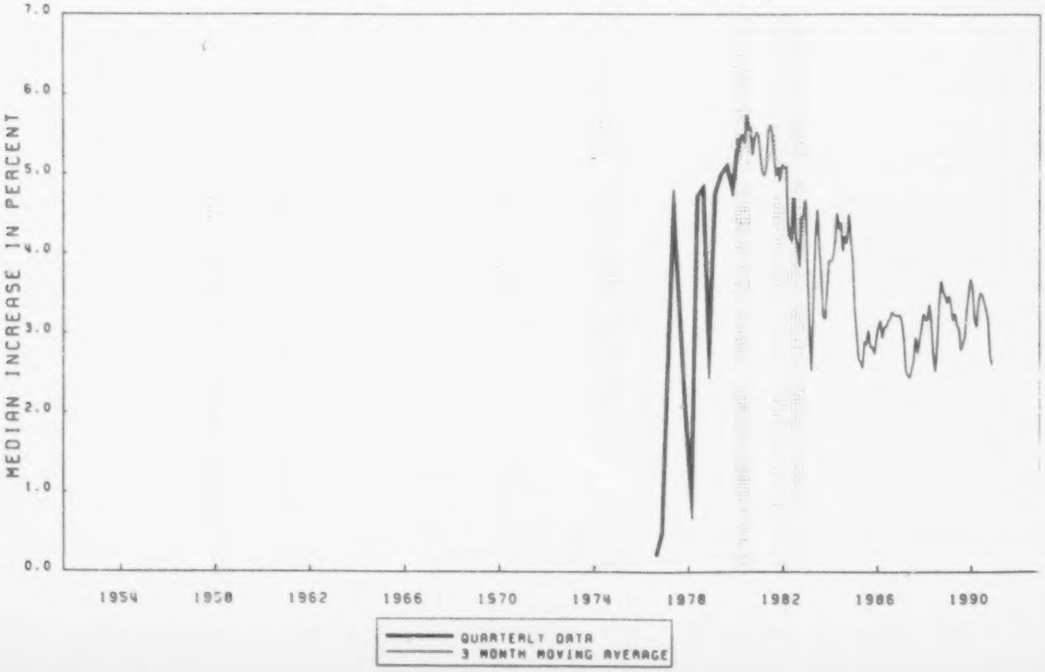


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
EXPECT INCREASE:													
1-4%	23%	16%	18%	17%	15%	15%	16%	17%	16%	17%	17%	14%	19%
5%	13	12	13	12	9	13	9	10	14	9	10	13	13
6-9%	7	8	7	6	9	7	8	9	8	10	8	5	4
10-24%	16	13	14	15	16	18	18	12	15	17	12	13	15
25% or more	7	7	5	5	4	8	7	9	8	6	6	6	5
DK how much up	6	5	5	3	5	4	5	3	3	2	4	5	3
EXPECT SAME	19	26	25	30	28	27	27	25	25	25	28	26	24
EXPECT DOWN	9	12	11	11	13	7	9	15	9	13	14	17	17
DK,NA	*	1	2	1	1	1	1	*	2	1	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

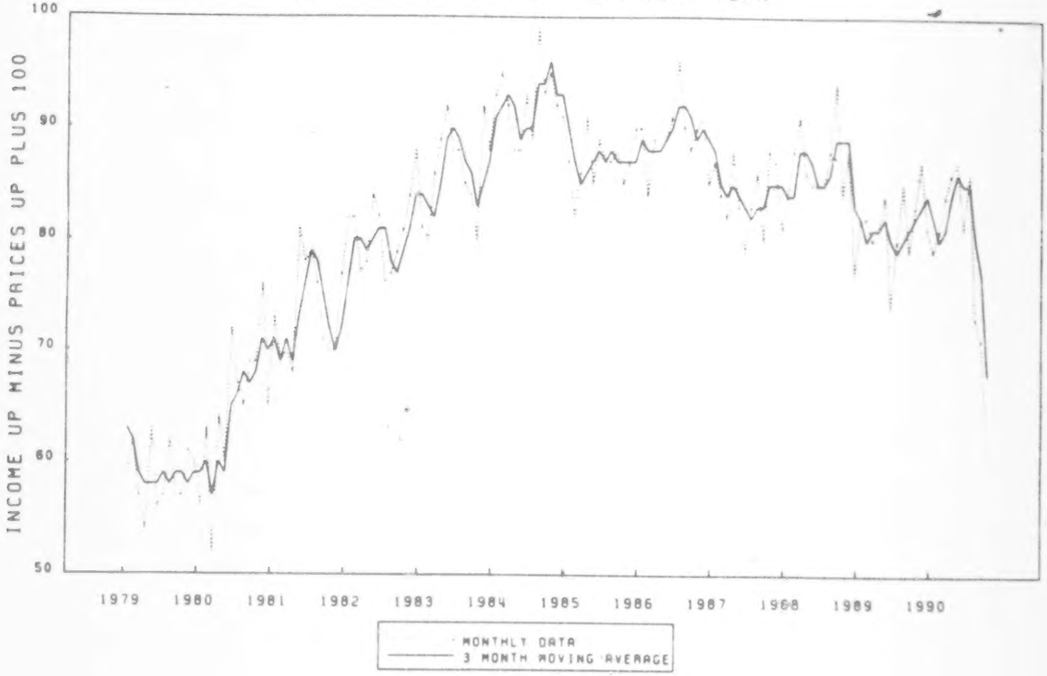


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

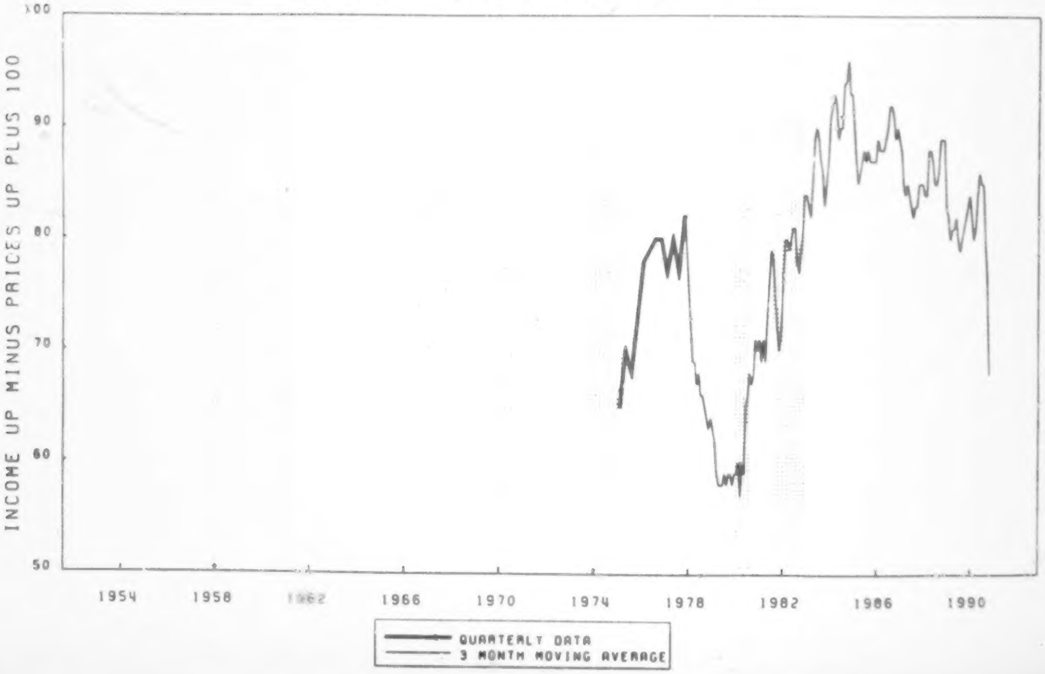


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
INCOME UP MORE	22%	21%	17%	17%	20%	21%	19%	18%	21%	18%	14%	12%	16%
INCOME UP SAME	42	36	42	44	42	42	48	44	42	37	42	35	41
PRICES UP MORE	35	40	38	36	36	35	32	37	35	45	43	51	41
DK,NA	1	3	3	3	2	2	1	1	2	*	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

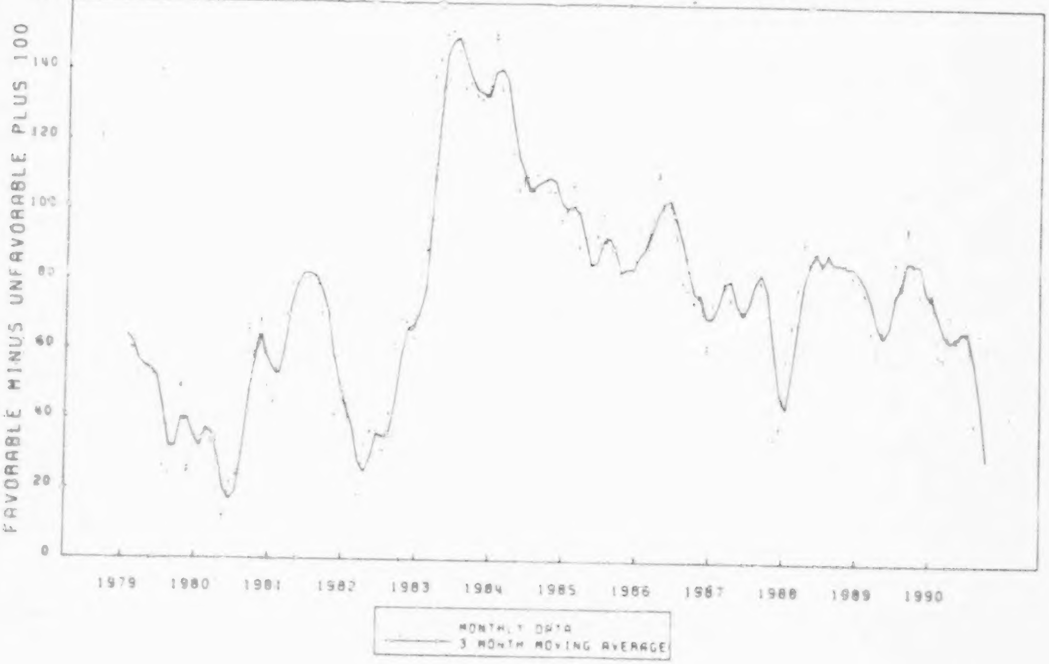


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

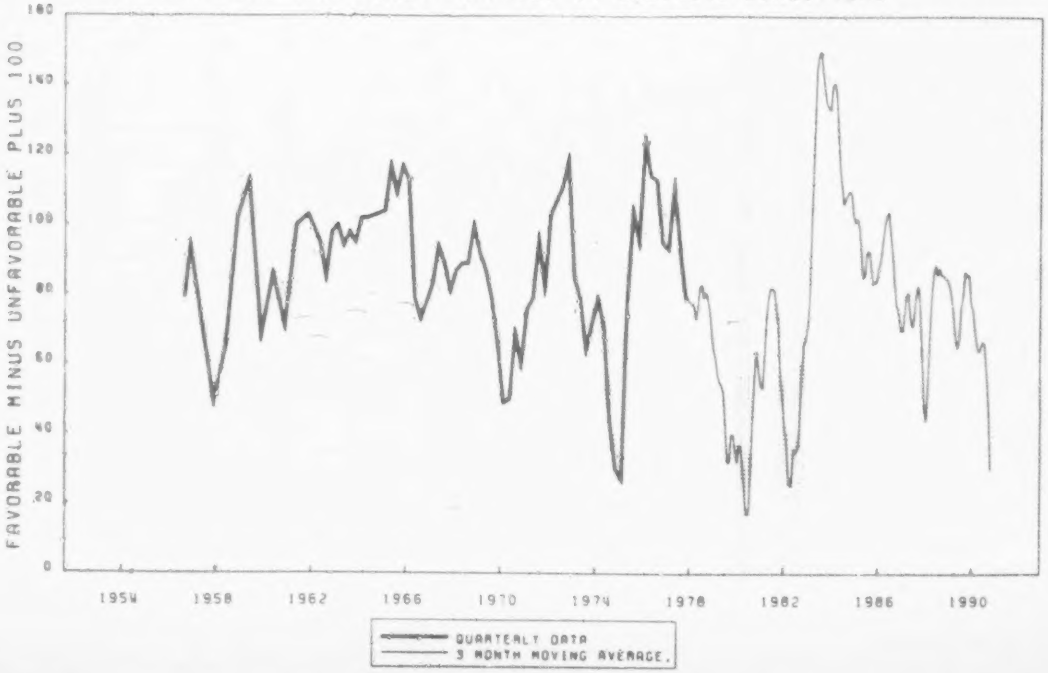


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
FAVORABLE NEWS	22%	24%	26%	20%	21%	23%	18%	22%	18%	16%	10%	8%	8%
UNFAVORABLE NEWS	45	50	48	60	62	51	55	55	51	76	78	91	92
NO MENTIONS	52	50	49	44	43	49	50	48	54	39	44	35	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

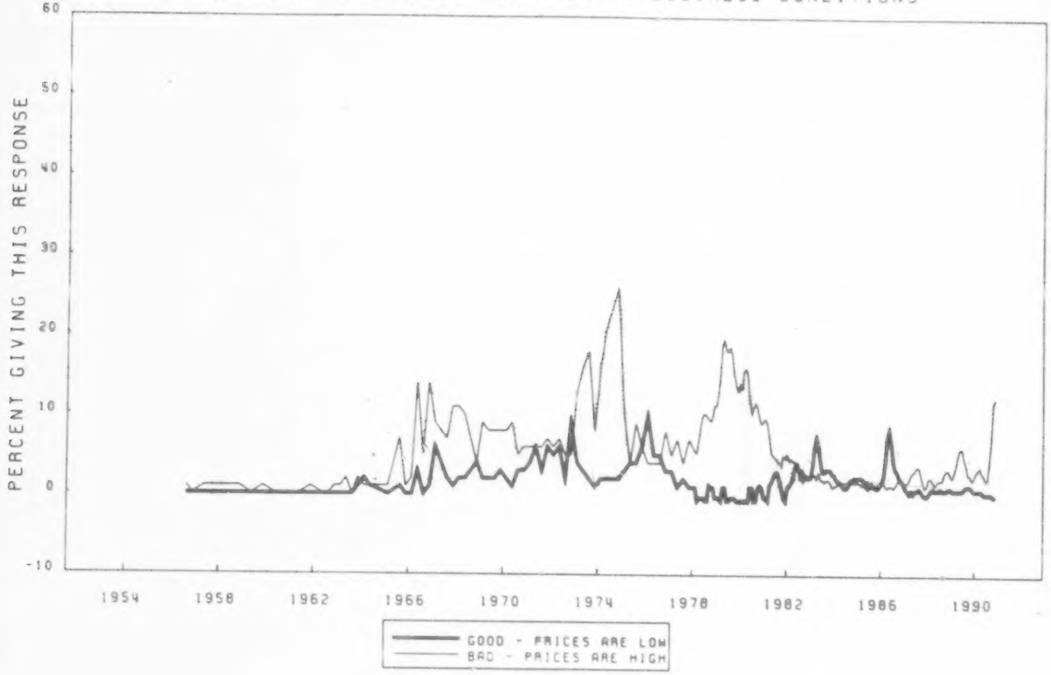


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

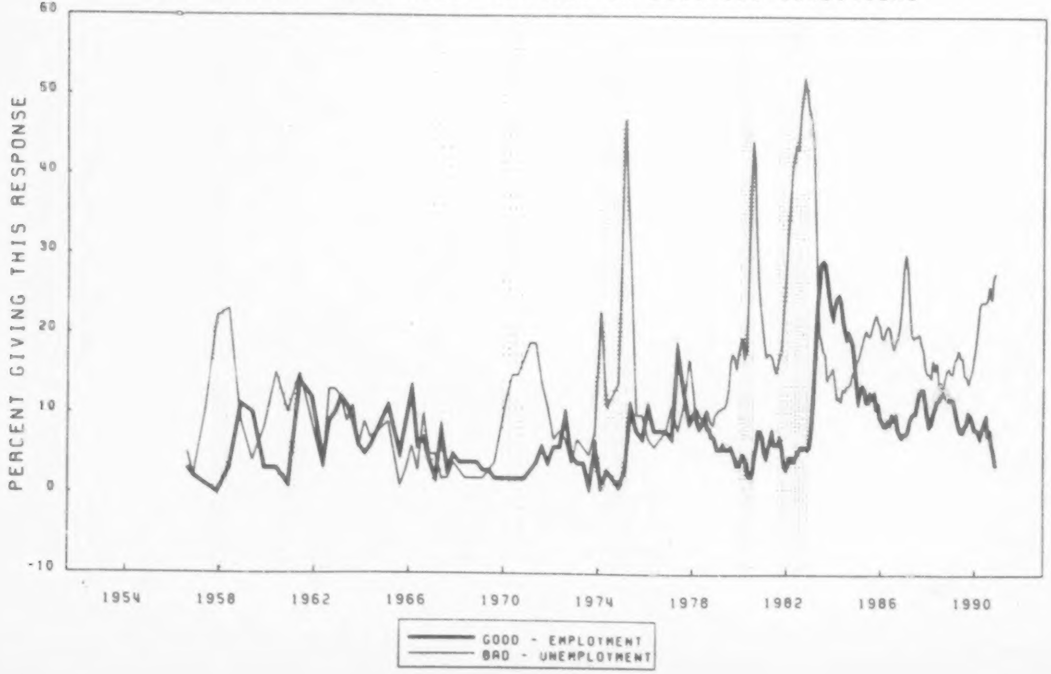


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
FAVORABLE NEWS:													
Government; elections	1%	3%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%
Employment	7	9	9	6	7	12	8	9	6	9	4	3	4
Higher consumer demand	2	2	1	1	2	2	1	1	*	1	1	1	*
Lower prices	1	*	1	1	*	1	*	*	1	*	*	*	*
Easier credit	3	1	6	3	1	1	2	2	2	2	*	*	1
Stock market	2	2	2	1	1	1	1	2	2	*	*	*	*
Trade deficit	1	3	2	2	2	2	1	1	1	*	*	*	*
UNFAVORABLE NEWS:													
Government; elections	3	5	3	6	6	3	8	6	9	13	17	16	17
Unemployment	17	19	21	24	27	22	24	27	23	29	22	31	31
Lower consumer demand	5	6	5	6	6	6	3	6	3	5	5	4	5
Higher prices	2	3	4	3	4	2	2	2	2	9	10	16	11
Tighter credit	1	2	1	3	3	2	3	2	2	2	3	2	2
Energy crisis	*	*	*	*	*	1	*	1	*	2	4	2	3
Stock market	6	2	2	6	4	3	3	1	1	3	3	5	5
Trade deficit	2	5	2	3	4	5	2	3	2	1	1	1	*

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

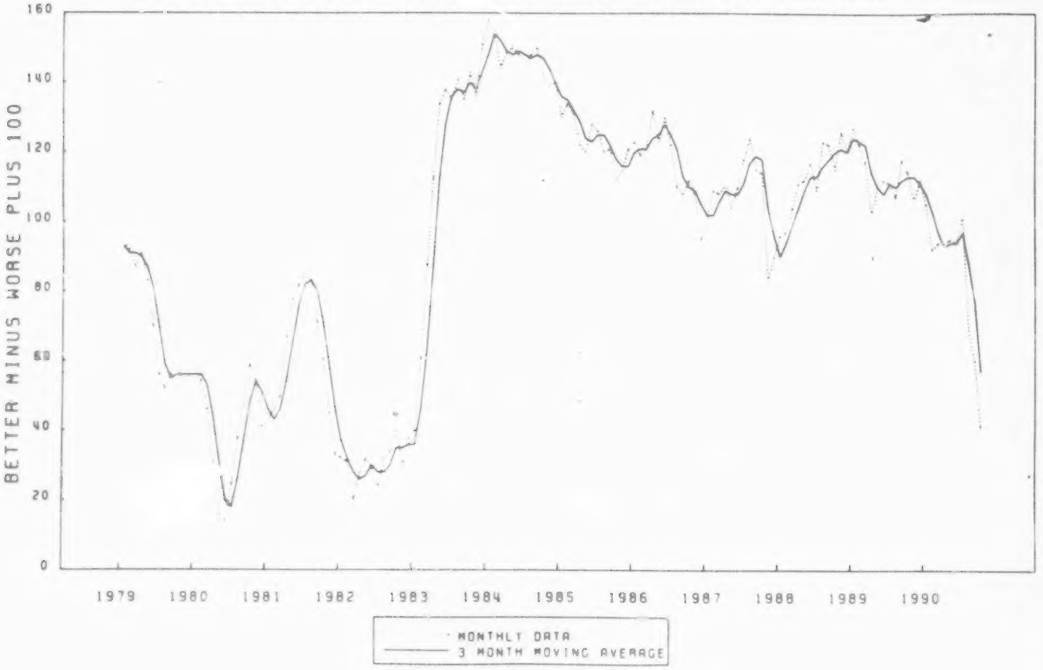


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

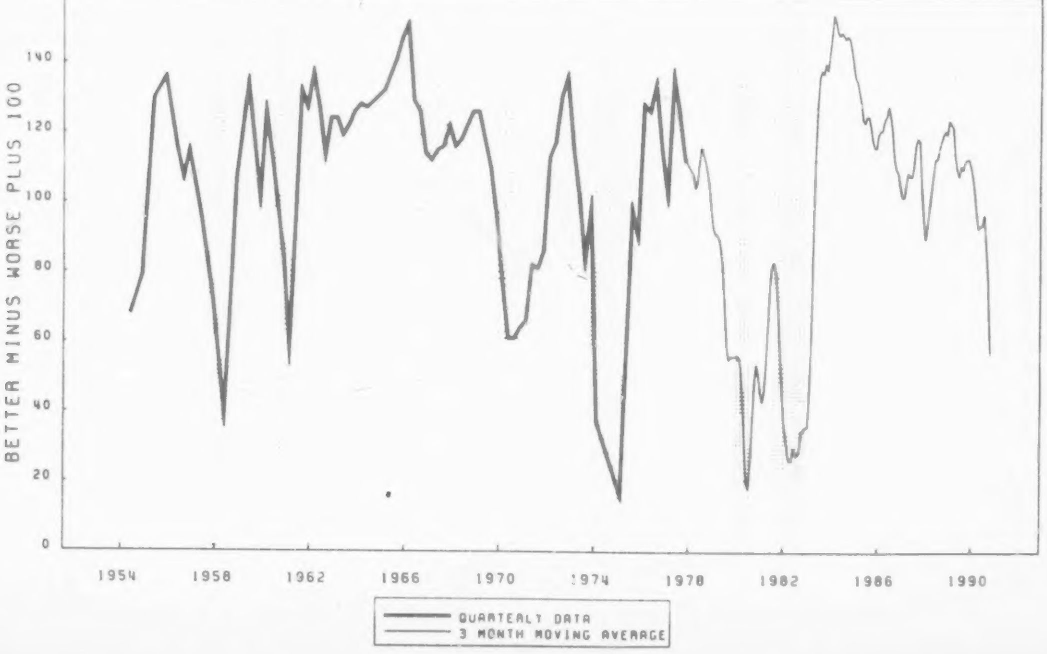


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
BETTER NOW	42%	45%	43%	36%	36%	38%	36%	37%	41%	26%	22%	15%	13%
SAME	19	19	16	17	20	17	19	18	19	15	13	8	11
WORSE NOW	36	33	38	44	42	44	41	43	39	57	62	74	75
DK,NA	3	3	3	3	2	1	4	2	1	2	3	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

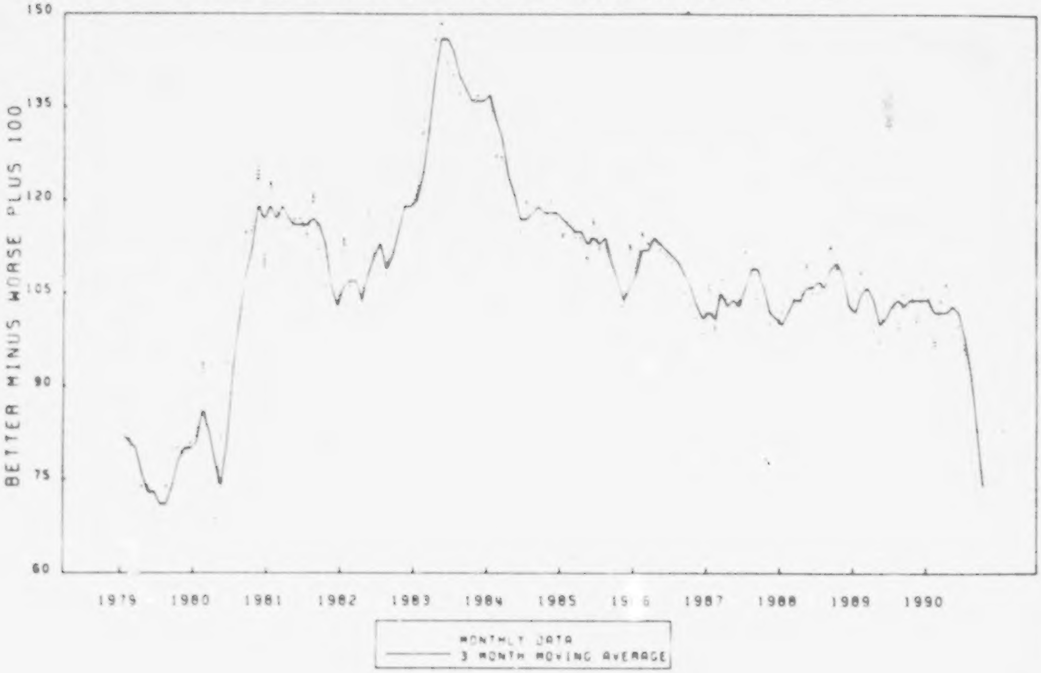


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

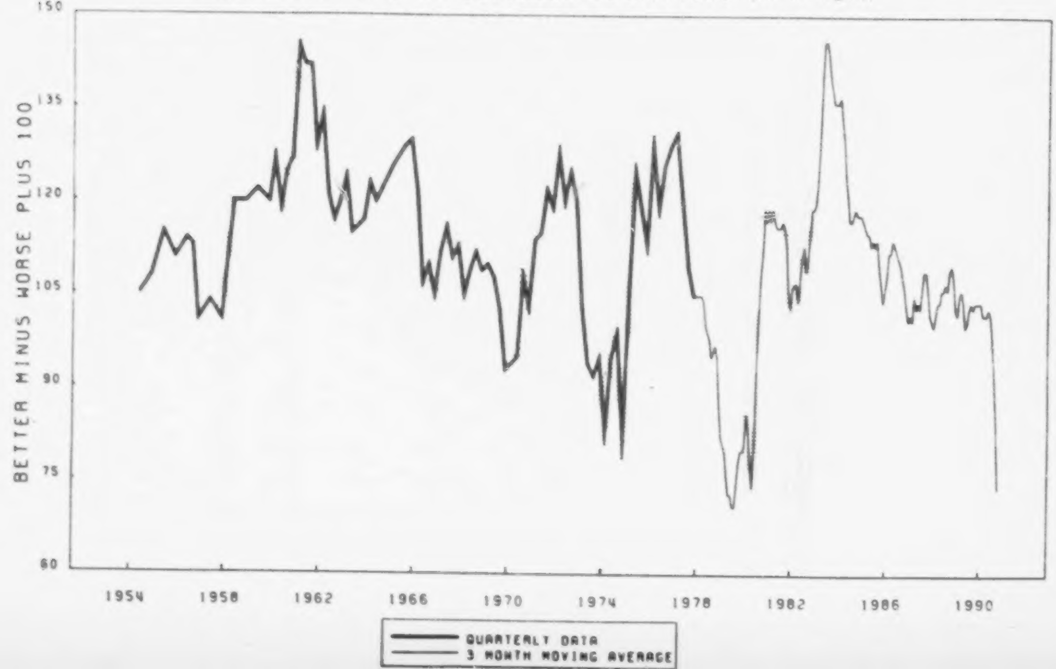


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
BETTER	18%	24%	22%	19%	22%	24%	18%	20%	16%	13%	11%	13%	14%
SAME	61	55	59	56	58	58	59	58	63	52	50	41	43
WORSE	18	18	17	23	18	17	20	20	20	33	38	43	41
DK,NA	3	3	2	2	2	1	3	2	1	2	1	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

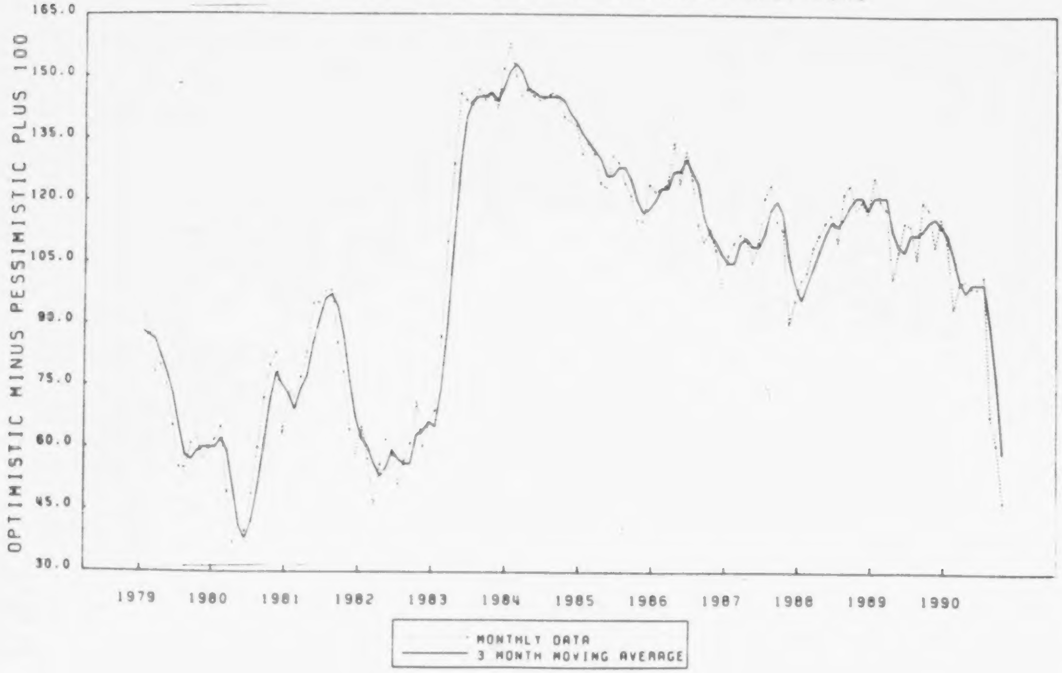


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

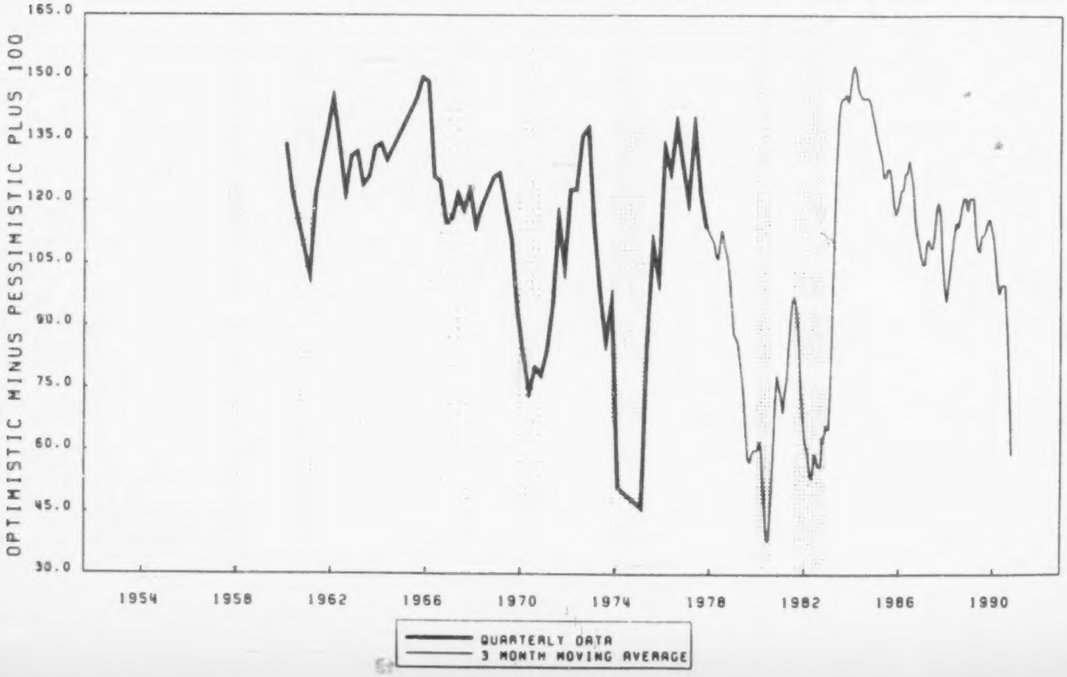


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
Continuous increase (a)	10%	15%	14%	11%	10%	13%	8%	11%	8%	5%	3%	3%	2%
Intermittant increase(b)	32	29	29	25	27	25	28	27	31	17	16	10	9
Remain unchanged (c)	13	13	12	10	12	12	12	11	12	9	9	5	5
Intermittant decline (d)	21	16	20	26	26	25	23	25	25	30	27	28	34
Continuous decline (e)	12	12	13	16	11	12	14	14	12	24	31	38	33
Mixed change (f)	6	10	8	8	10	11	9	9	9	11	10	10	14
DK,NA	6	5	4	4	4	2	6	3	3	4	4	6	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse

CHART 15 - RECENT CHANGES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

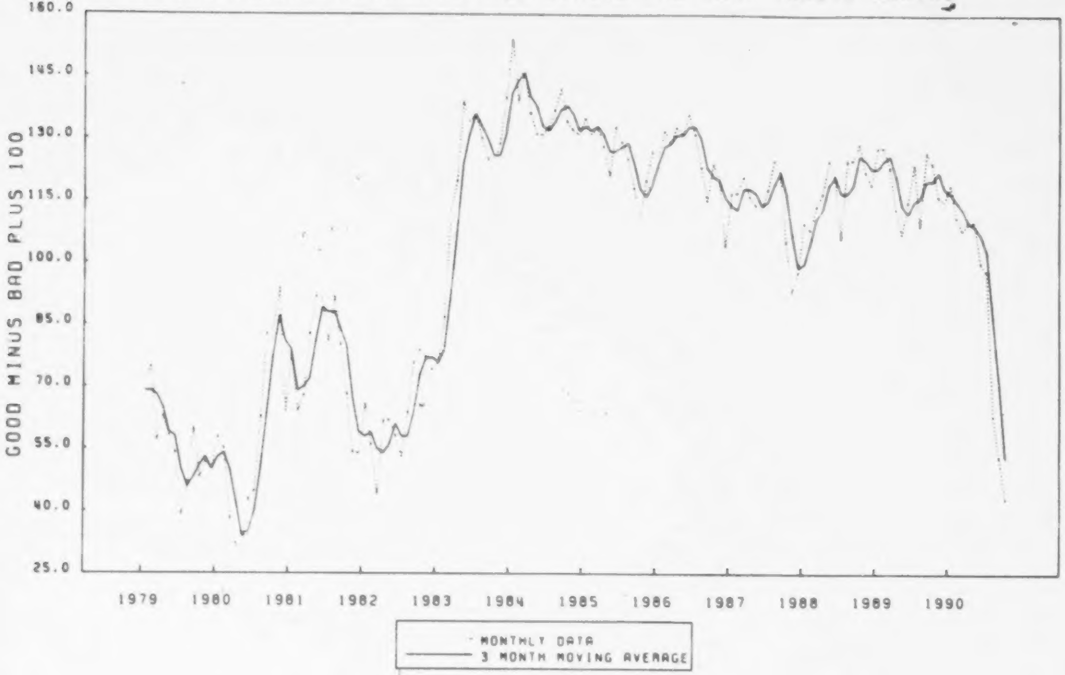


CHART 15 - HISTORICAL SERIES

BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

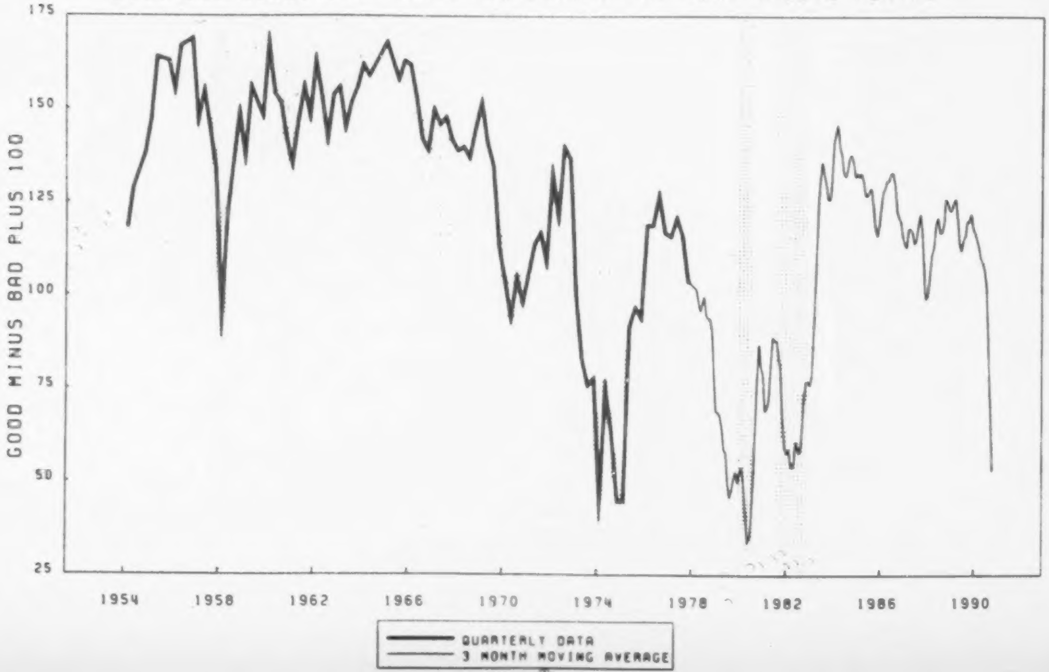


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIMES	50%	49%	52%	46%	48%	49%	47%	43%	40%	25%	18%	14%	15%
UNCERTAIN; GOOD & BAD	4	2	3	6	3	4	4	3	6	2	3	3	2
BAD TIMES	34	34	33	35	40	39	37	43	42	63	65	71	74
DON'T KNOW	7	7	6	7	5	4	6	5	7	5	8	5	3
NOT ASCERTAINED	5	8	6	6	4	4	6	6	5	5	6	7	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

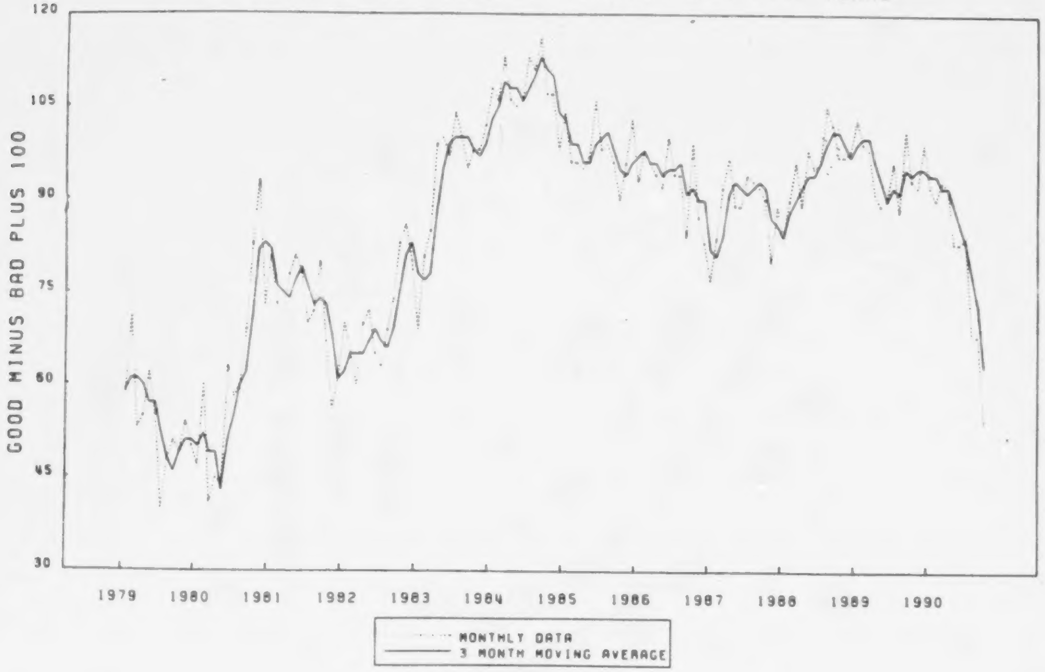


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

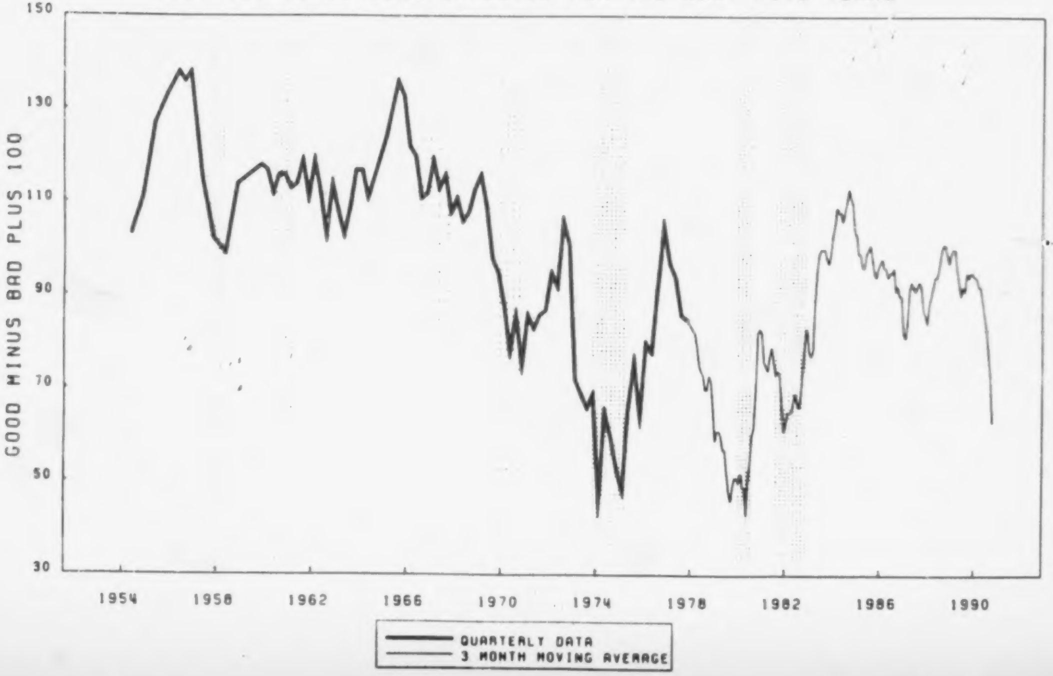


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIMES	38%	39%	37%	36%	40%	39%	32%	31%	34%	24%	25%	19%	18%
UNCERTAIN; GOOD & BAD	13	15	12	11	10	11	12	12	11	14	14	10	15
BAD TIMES	46	40	45	46	47	47	49	48	50	56	57	65	62
NOT ASCERTAINED	3	6	6	7	3	3	7	9	5	6	4	6	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

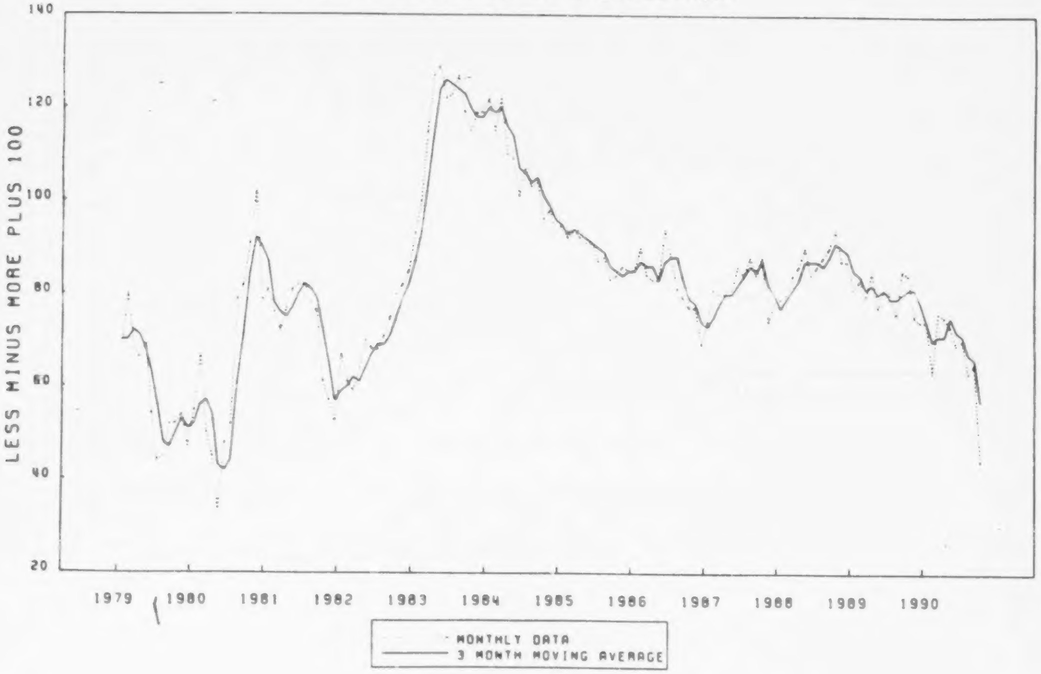


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

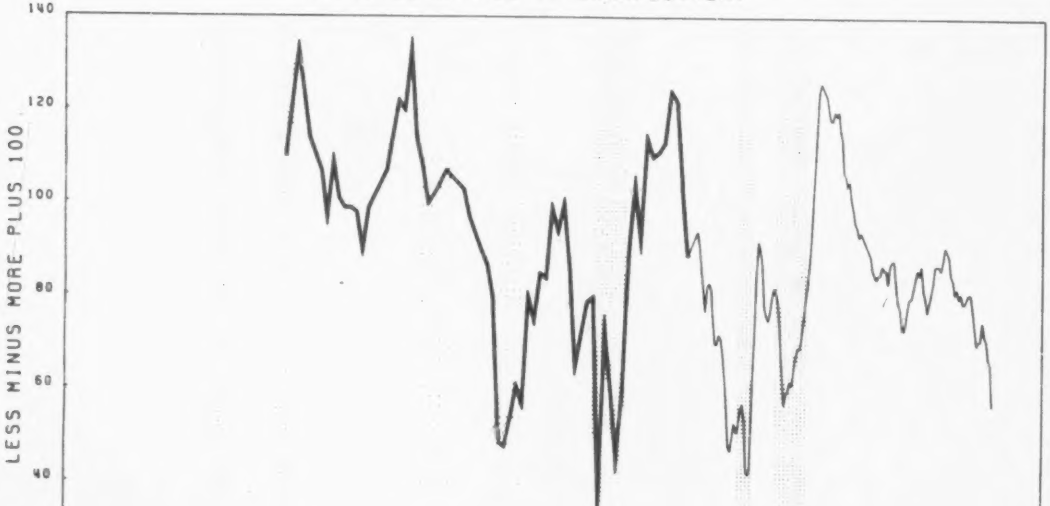


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
LESS	10%	11%	10%	7%	10%	11%	10%	8%	7%	9%	9%	6%	5%
SAME	54	51	52	48	55	52	52	52	54	44	45	30	30
MORE	35	37	36	44	34	36	37	39	37	46	44	62	64
DK,NA	1	1	2	1	1	1	1	1	2	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

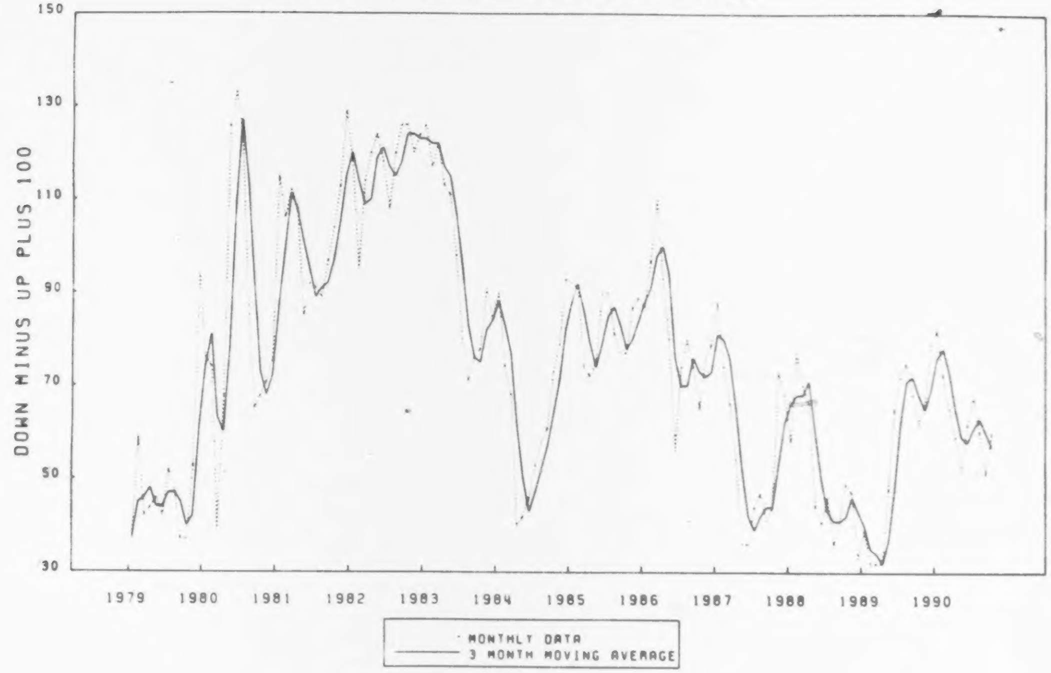


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

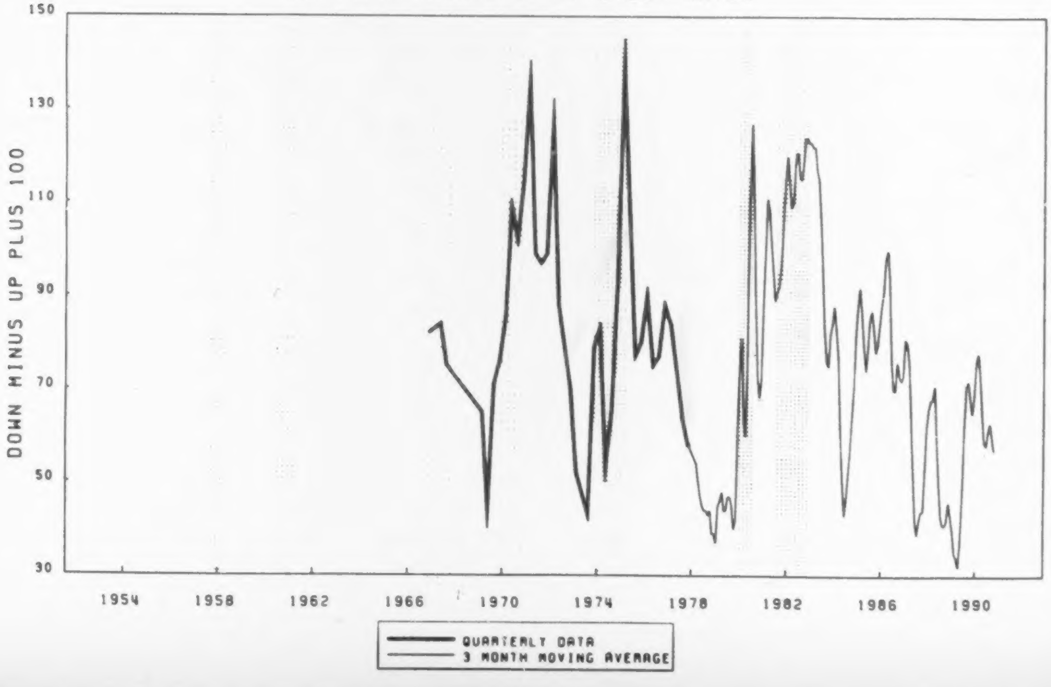


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GO UP	52%	46%	45%	48%	51%	55%	58%	56%	50%	59%	63%	57%	57%
STAY THE SAME	27	26	26	29	32	29	30	23	29	20	21	24	20
GO DOWN	18	25	27	20	16	14	10	18	18	19	14	17	21
DK,NA	3	3	2	3	1	2	2	3	3	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

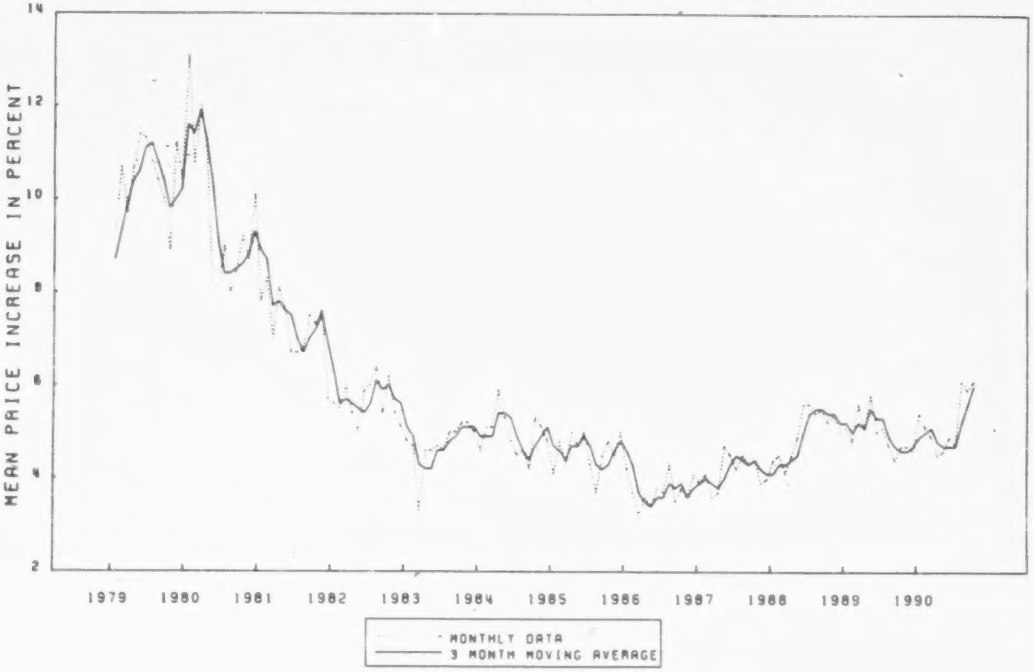


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

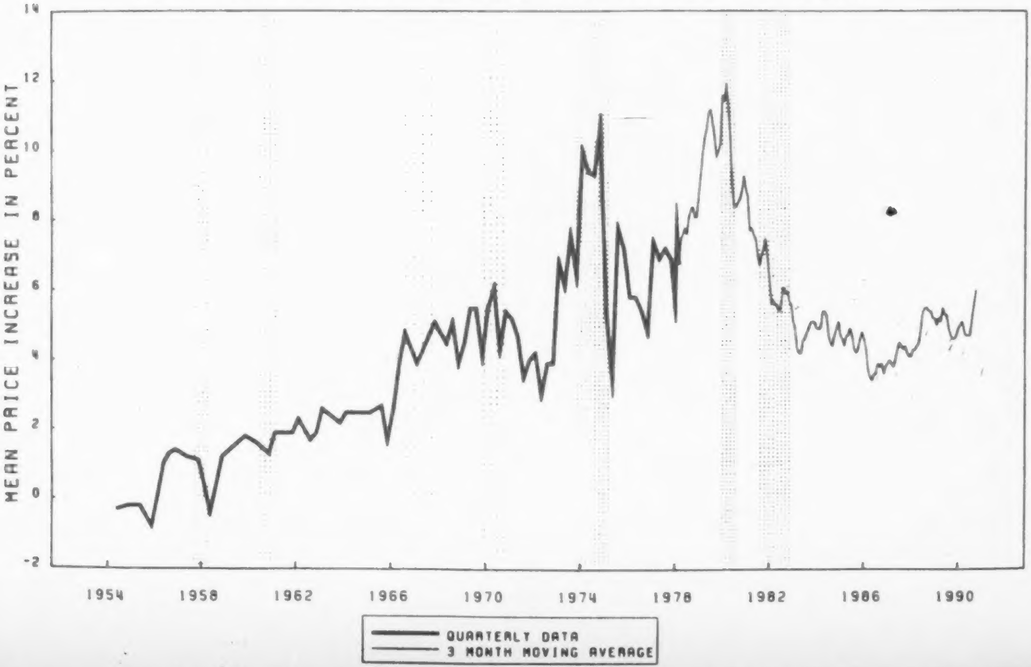


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
SAME OR DOWN	12%	10%	11%	15%	11%	11%	11%	11%	11%	9%	9%	10%	14%
WILL GO UP BY:													
1-2%	17	21	14	13	18	20	19	18	20	14	15	11	12
3-4%	26	21	24	23	24	24	22	25	24	23	19	18	19
5%	19	23	21	22	20	22	22	24	20	18	21	22	18
6-9%	7	10	8	10	8	7	9	7	6	13	13	13	13
10-14%	8	5	10	8	8	7	8	7	10	11	11	12	14
15% or more	4	5	5	4	5	4	3	4	3	8	7	7	6
DK how much up	6	5	5	5	6	5	6	3	6	4	5	6	4
DK,NA	1	*	2	*	*	*	*	1	*	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.7	4.6	5.4	5.1	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7
VARIANCE	31	28	49	45	38	26	30	37	29	48	46	43	43
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

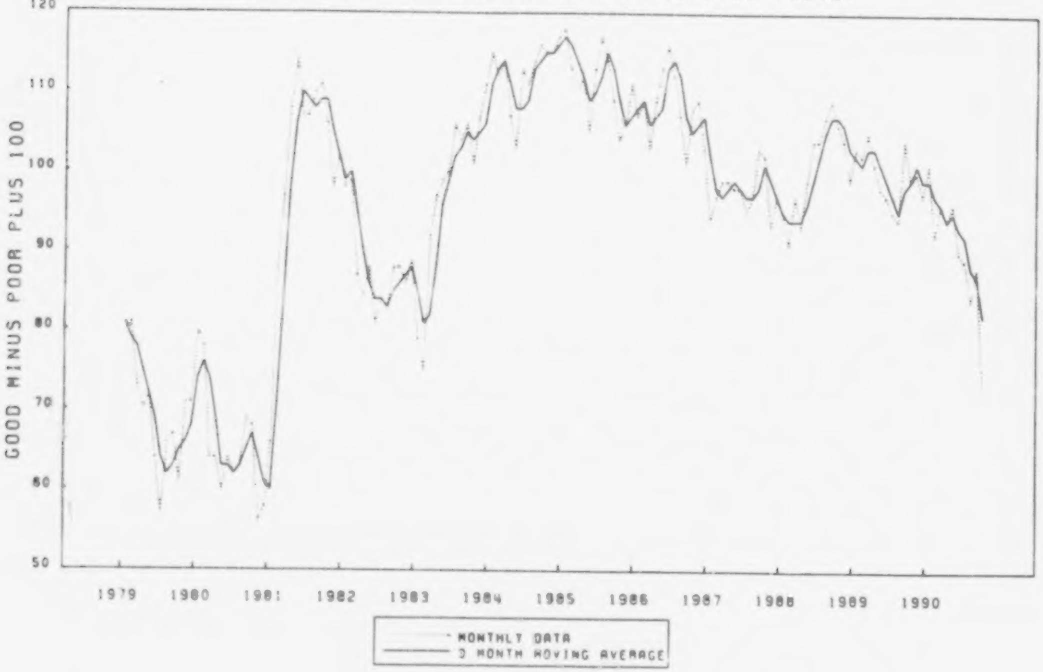


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

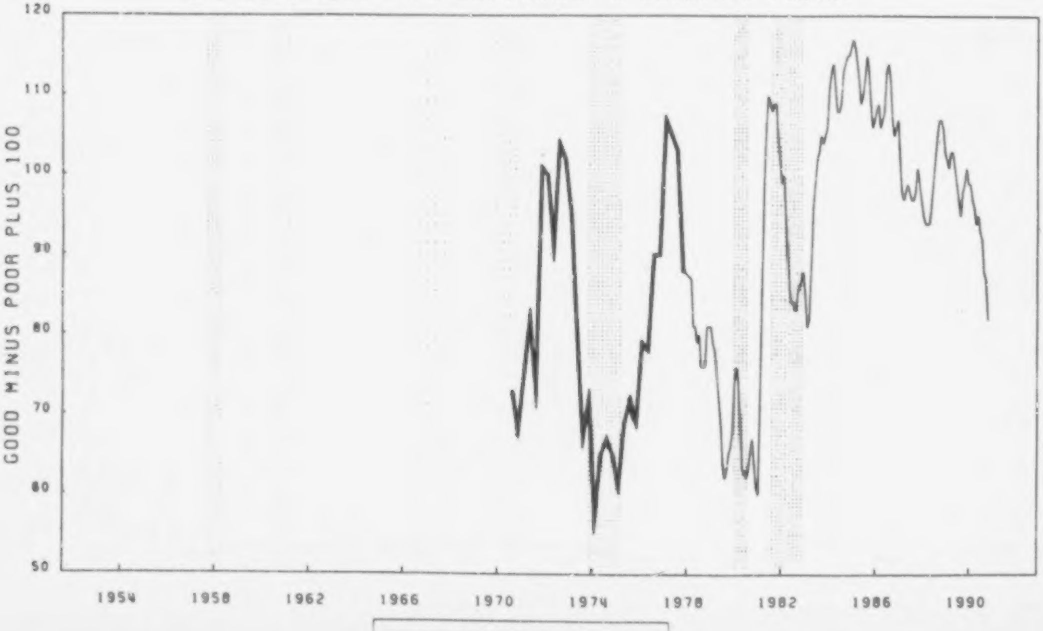


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
A GOOD JOB	17%	20%	18%	17%	19%	17%	19%	16%	16%	15%	14%	11%	8%
ONLY FAIR	64	55	63	57	56	59	55	56	56	52	59	49	49
A POOR JOB	17	23	17	25	23	23	23	26	27	31	26	38	40
DK,NA	2	2	2	1	2	1	3	2	1	2	1	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

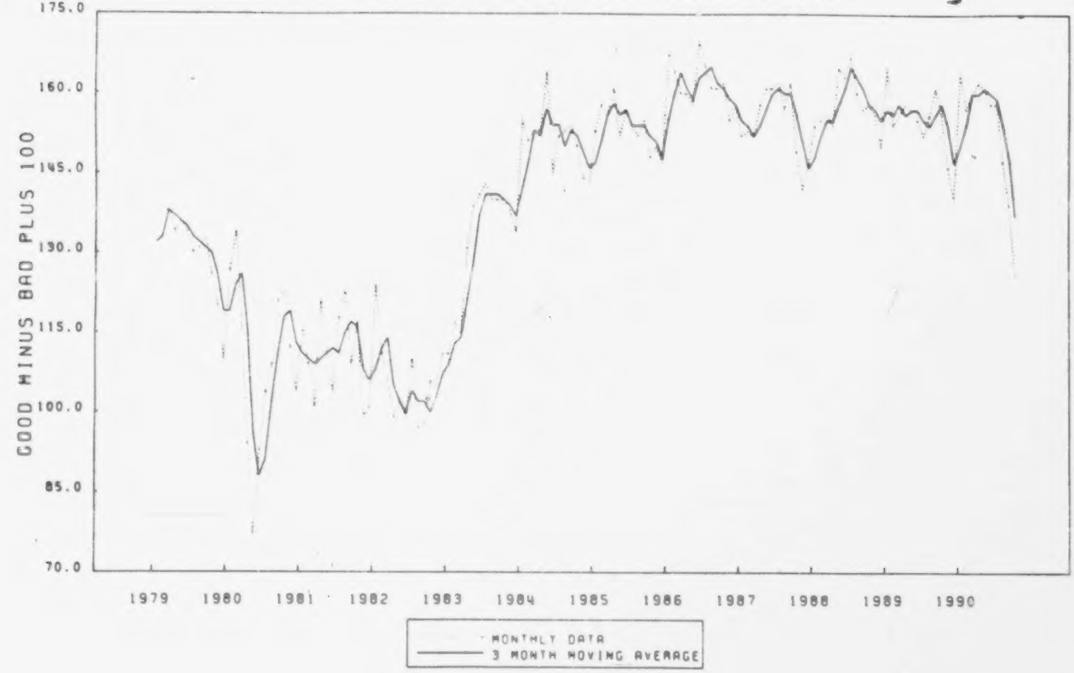


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

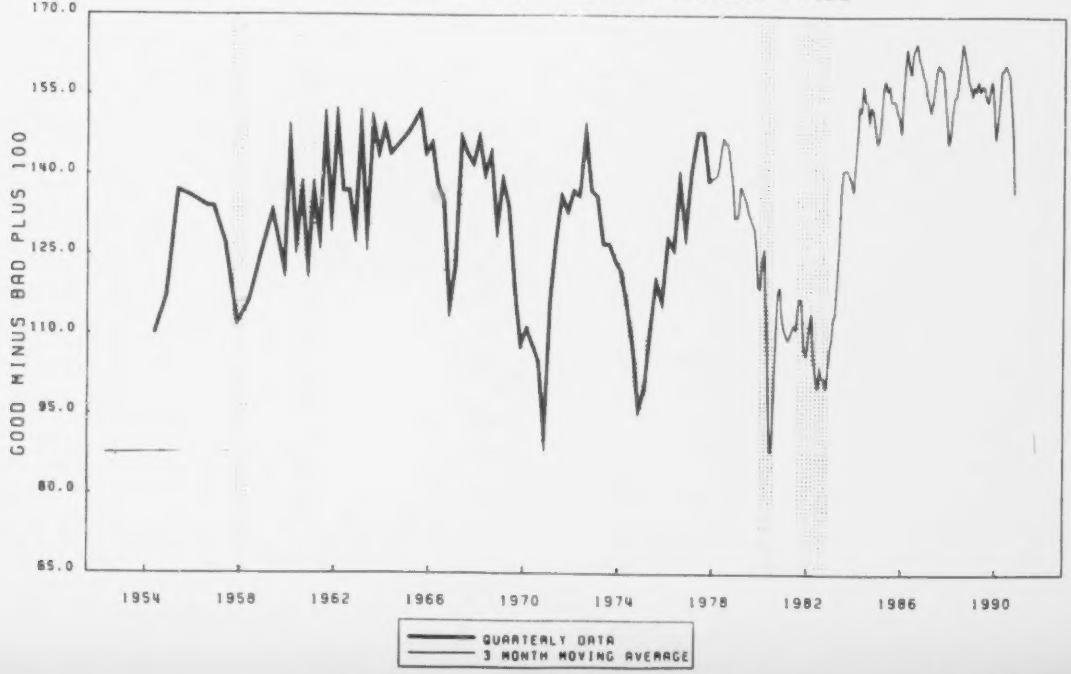


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY	67%	65%	77%	74%	76%	78%	75%	75%	73%	69%	66%	58%	61%
UNCERTAIN, DEPENDS	12	10	10	9	8	6	11	8	12	9	7	10	5
BAD TIME TO BUY	21	25	13	17	16	16	14	17	15	22	27	32	34
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

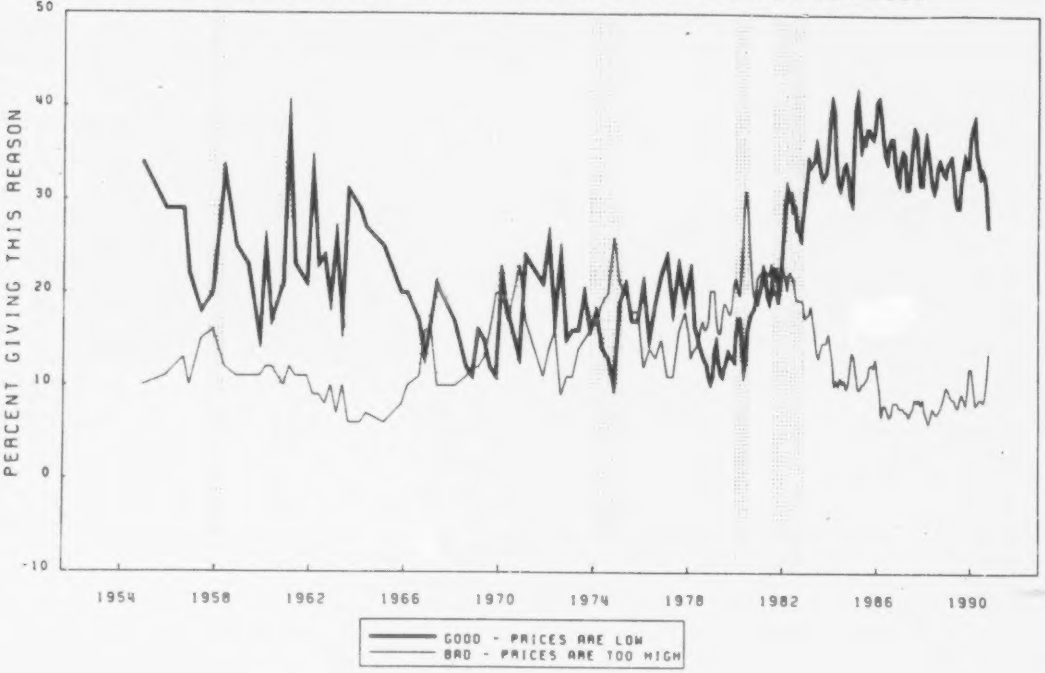


CHART 22A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

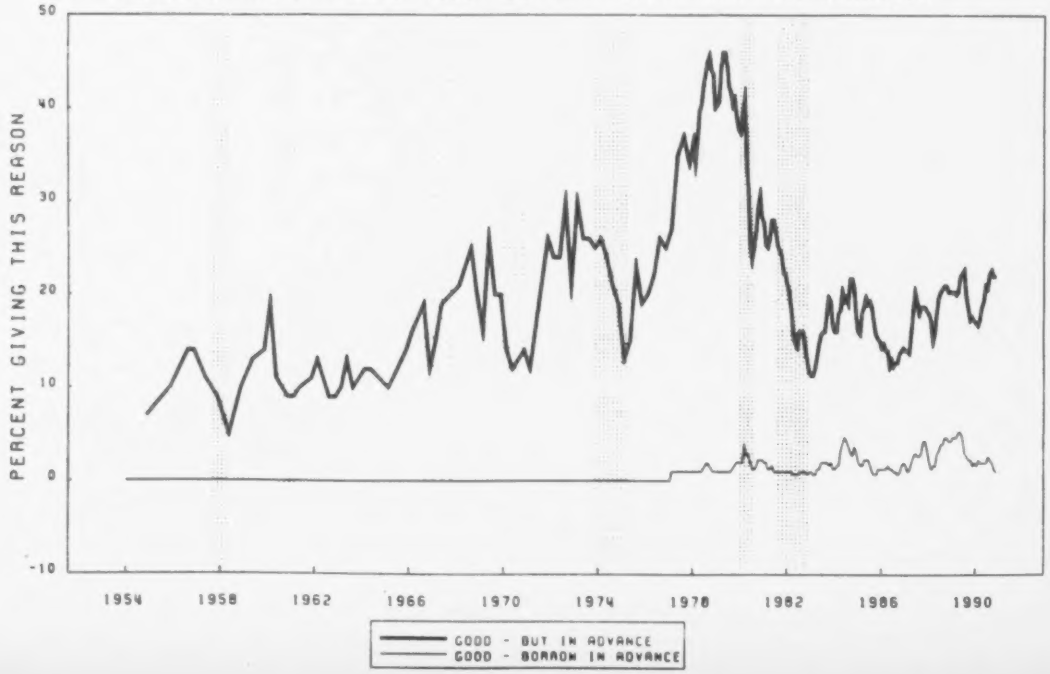


CHART 22B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	32%	34%	45%	35%	36%	35%	32%	31%	37%	30%	26%	26%	27%
Prices won't come down; are going higher	17	16	18	16	18	22	18	23	21	23	24	19	23
Interest rates are low	7	5	5	5	8	5	5	6	3	5	3	2	1
Borrow-in-advance of rising interest rates	1	3	1	3	2	1	3	2	3	2	1	1	1
Times are good; prosperity	4	3	4	4	8	4	5	4	3	3	2	2	1
BAD TIME TO BUY:													
Prices are high	14	14	8	8	8	9	9	8	8	11	14	16	12
Interest rates are high; credit is tight	3	4	2	3	3	2	5	3	3	2	5	5	5
Times are bad; can't afford to buy	5	5	2	6	5	4	2	5	3	5	7	8	8
Bad times ahead; uncertain future	1	3	2	2	3	1	3	2	3	7	8	11	13

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

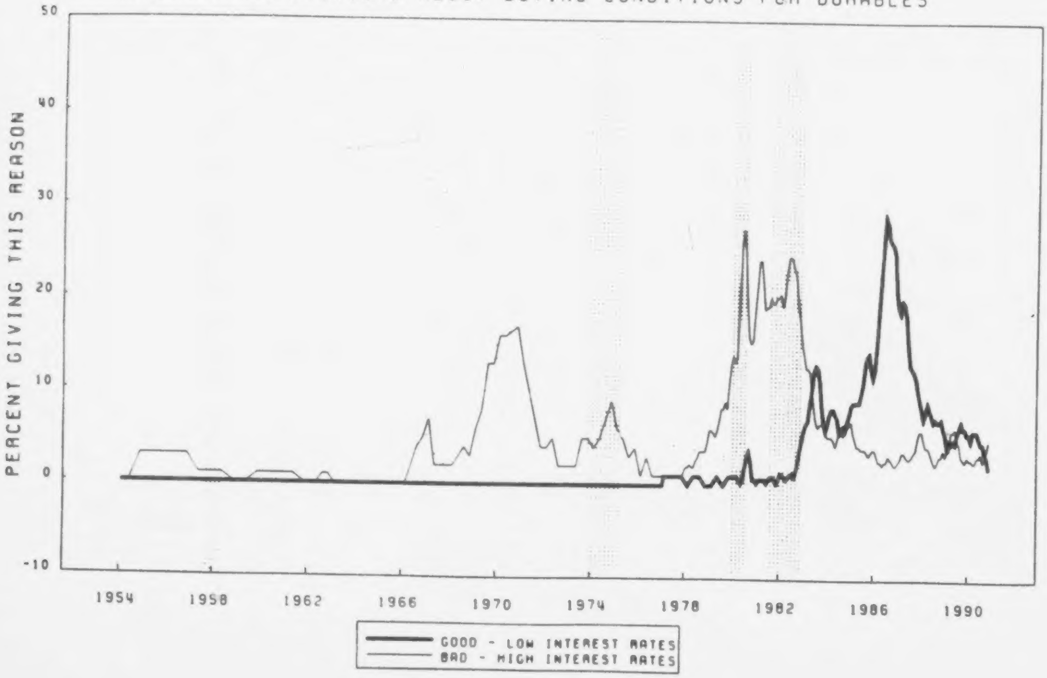


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

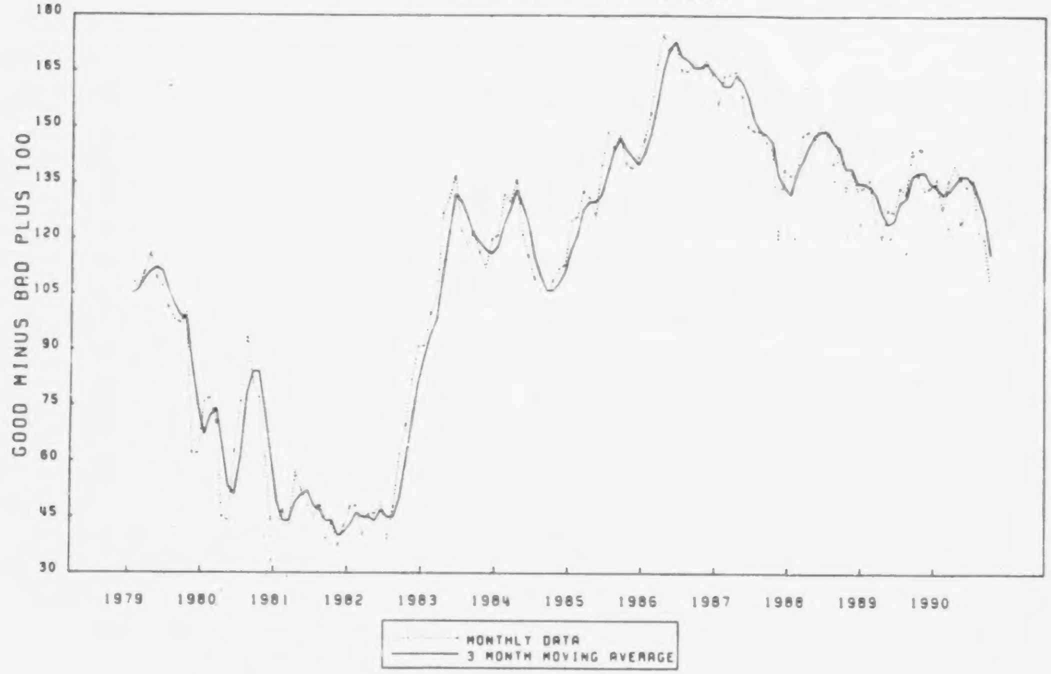


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

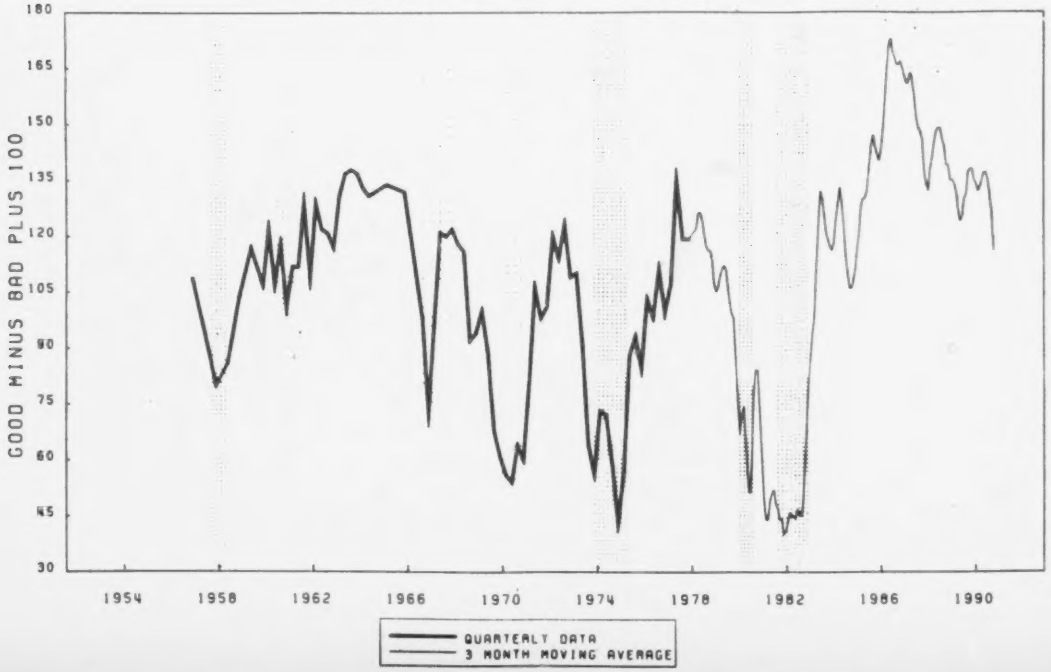


TABLE 23
BUYING CONDITIONS FOR HOUSES

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY	63%	64%	64%	62%	66%	68%	66%	65%	66%	59%	58%	50%	54%
UNCERTAIN, DEPENDS	7	6	7	4	4	4	4	4	4	4	4	6	3
BAD TIME TO BUY	30	30	29	34	30	28	30	31	30	37	38	44	43
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

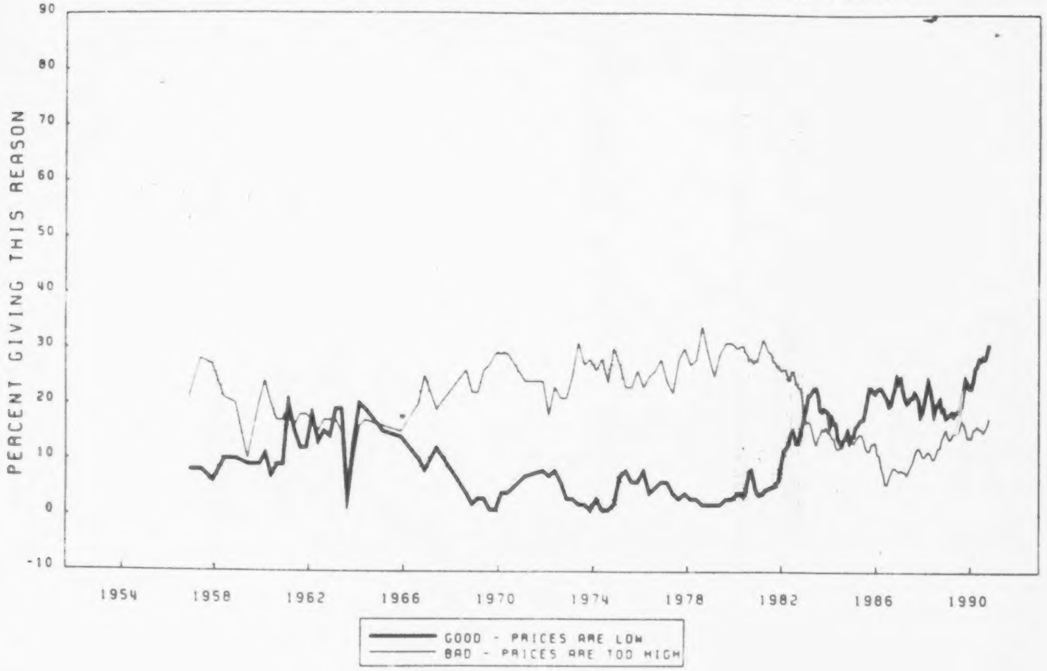


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

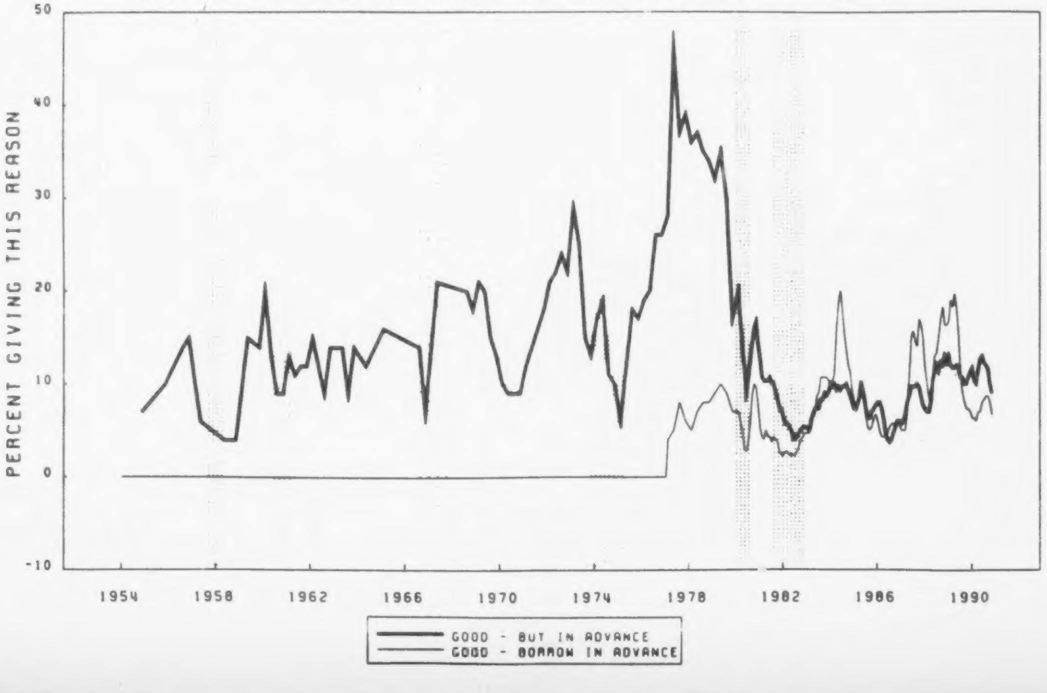


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	21%	22%	26%	25%	29%	27%	29%	28%	29%	28%	30%	34%	34%
Prices won't come down; are going higher	13	12	10	9	11	14	13	12	12	12	11	7	9
Interest rates are low	29	26	31	25	28	25	17	24	24	21	15	11	13
Borrow-in-advance of rising interest rates	8	7	4	8	6	7	8	9	8	9	9	6	5
Good investment	8	8	8	6	6	9	7	9	6	5	7	3	6
Times are good; prosperity	2	3	2	3	4	5	4	1	2	2	1	1	1
BAD TIME TO BUY:													
Prices are high	13	15	14	18	15	16	16	15	14	18	17	18	17
Interest rates are high; credit is tight	15	17	13	18	18	14	14	19	19	20	22	22	20
Times are bad; can't afford to buy	8	6	6	8	5	7	6	4	4	8	7	10	10
Bad times ahead; uncertain future	2	3	4	2	4	1	2	5	1	6	4	12	12

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

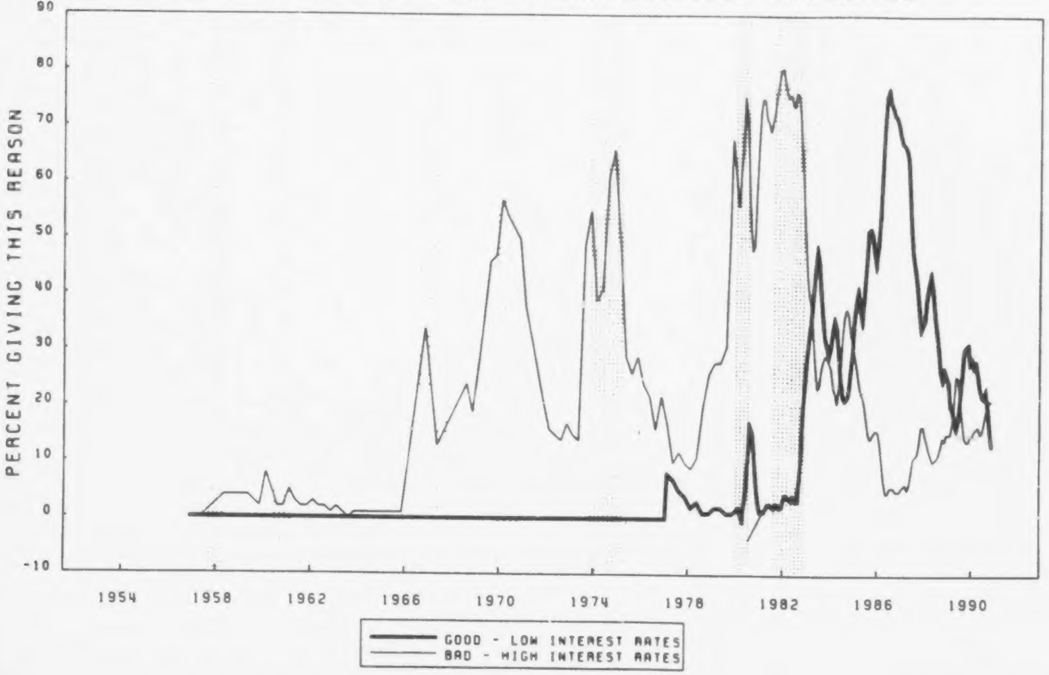


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

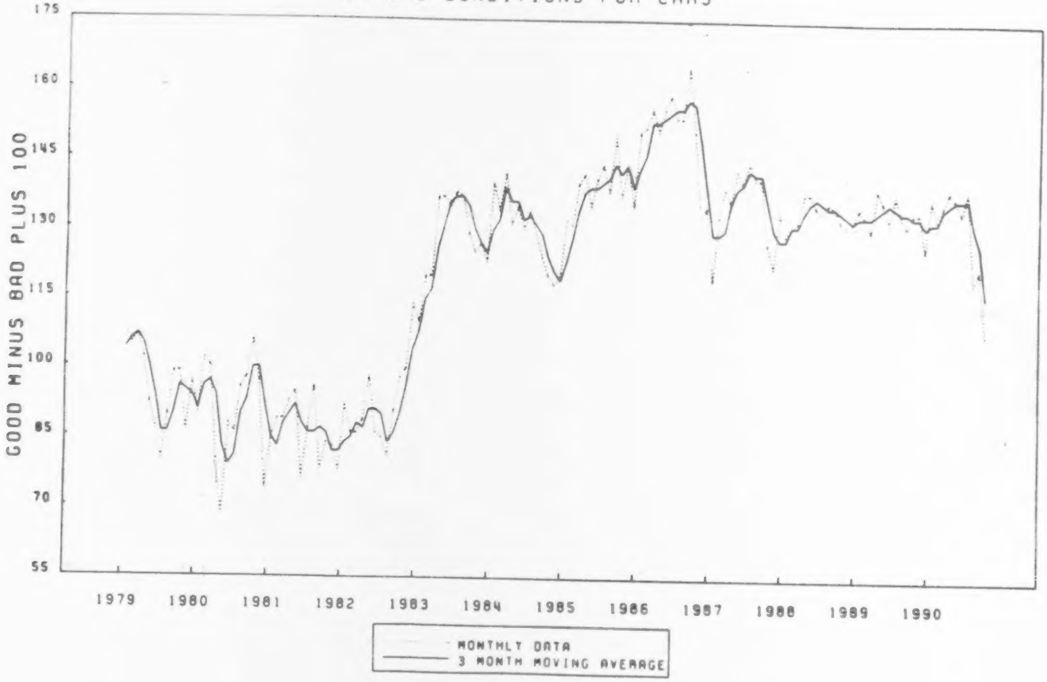


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

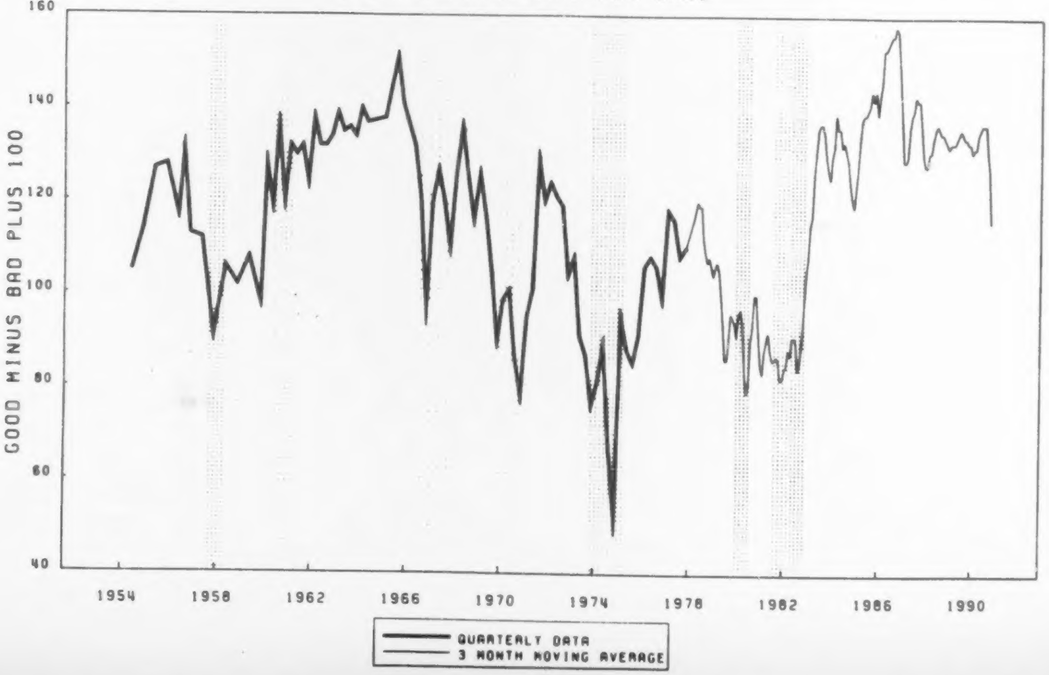


TABLE 25

BUYING CONDITIONS FOR CARS

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY	62%	58%	63%	63%	65%	66%	64%	63%	65%	57%	59%	50%	50%
UNCERTAIN; DEPENDS	10	10	11	6	6	7	9	8	9	5	4	8	5
BAD TIME TO BUY	28	32	26	31	29	27	27	29	26	38	37	42	45
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	500	500	511	503	504	504	500	500	500	502	503	501

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

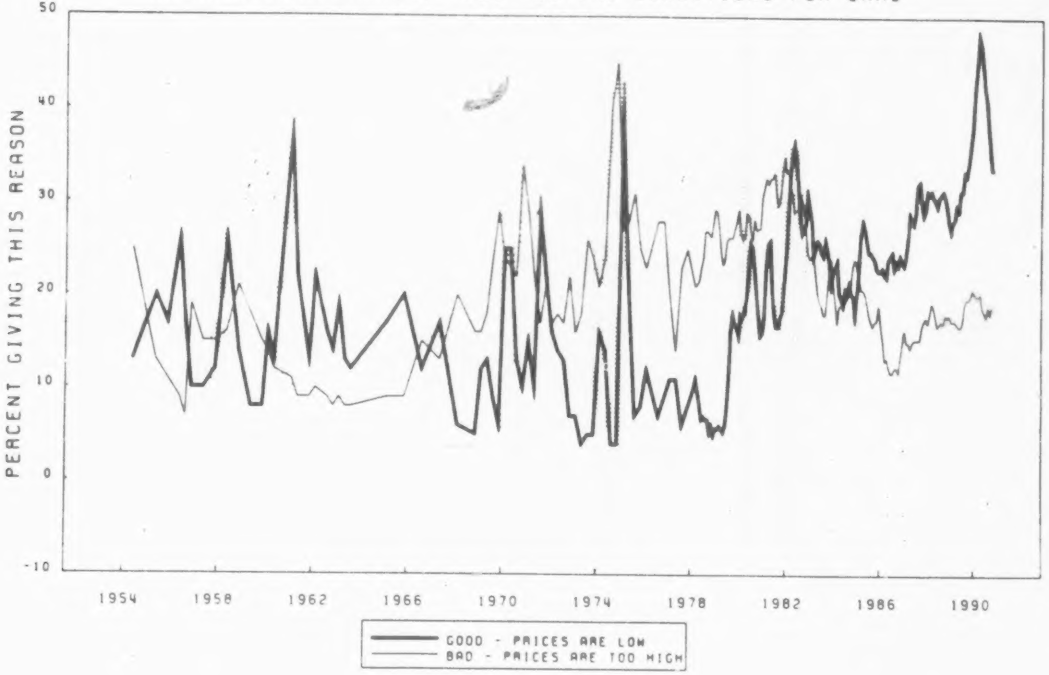


CHART 26B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

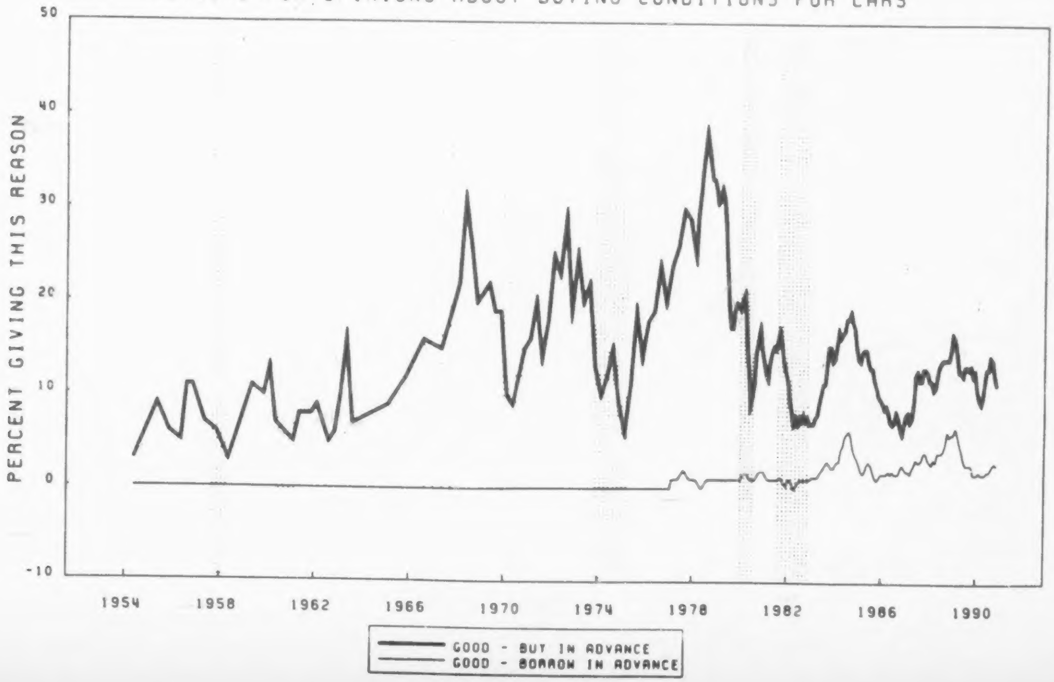


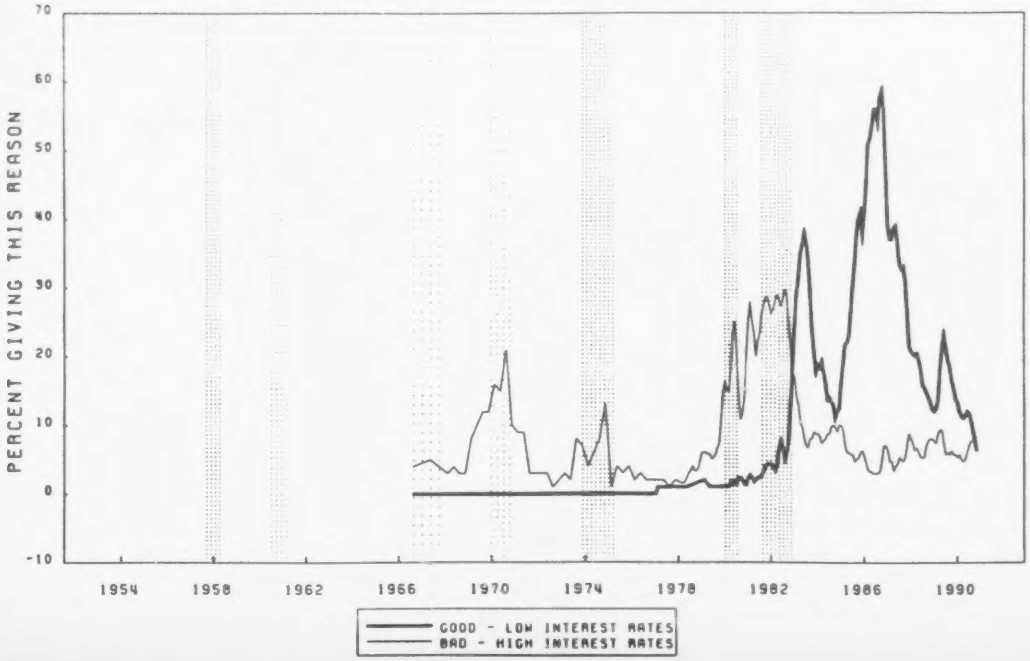
TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Nov. 1989	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	41%	38%	48%	48%	48%	45%	41%	41%	41%	32%	34%	35%	34%
Prices won't come down; are going higher	11	11	10	8	10	13	12	14	13	16	13	8	13
Interest rates are low	15	13	12	11	11	11	12	13	10	9	9	5	5
Borrow-in-advance of rising interest rates	1	2	2	2	1	2	2	2	2	3	3	3	2
Times are good; prosperity	2	1	2	2	2	2	1	2	2	1	1	1	1
New fuel efficient models	*	*	*	*	1	1	1	*	*	1	4	2	1
BAD TIME TO BUY:													
Prices are high	23	21	17	22	21	18	17	20	16	21	17	19	19
Interest rates are high; credit is tight	5	6	5	6	4	4	7	7	7	9	7	8	10
Times are bad; can't afford to buy	4	4	2	4	4	4	2	3	5	3	4	8	6
Bad times ahead; uncertain future	1	1	2	2	2	2	2	3	1	6	5	10	10
Price of gas; shortages	*	*	*	*	*	*	*	1	*	5	10	12	7
Poor selection; quality	3	4	3	3	4	2	3	4	3	3	3	4	4

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

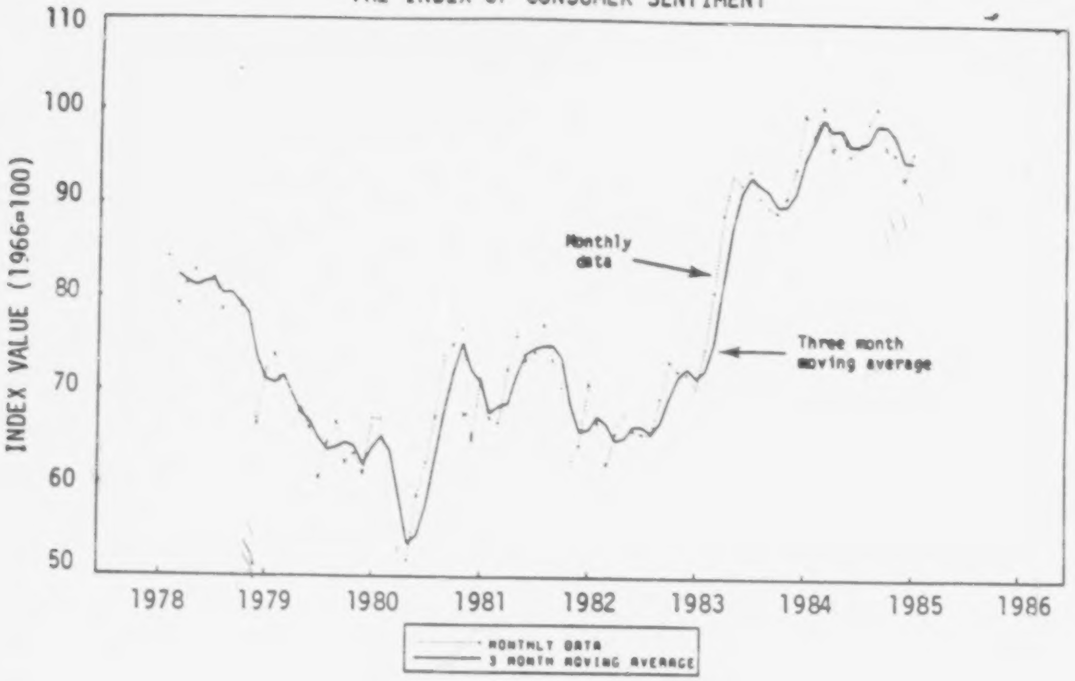
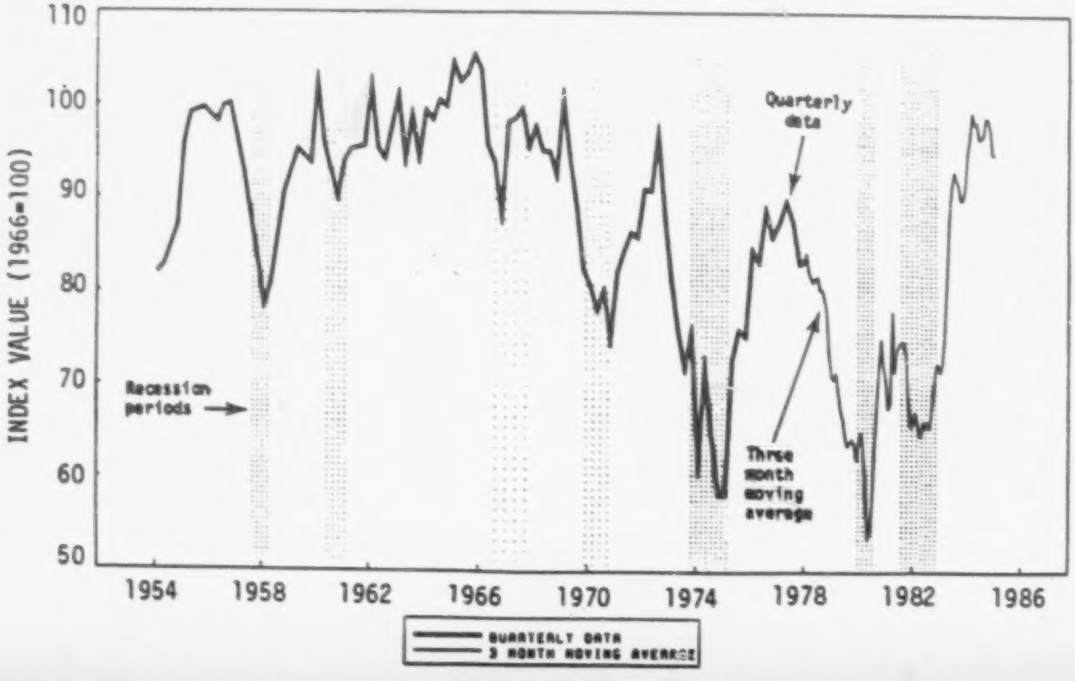


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 - October	1949
July	1953 - May	1954
August	1957 - April	1958
April	1960 - February	1961
June	1966 - November	1967*
December	1969 - November	1970
November	1973 - March	1975
January	1980 - July	1980
July	1981 - November	1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

Survey Research Center
University of Michigan

December 1990 Monthly Survey

January 11, 1990

Surveys of Consumers

Richard T. Curtin, *Director*

CONFIDENCE UNCHANGED AT LOW LEVELS

Consumer Confidence Remains Low

Consumer sentiment remained largely unchanged at low levels in the fourth quarter 1990 surveys. Among all families, the Index of Consumer Sentiment stood at 65.5 in December, an insignificant difference from the levels recorded one or two months earlier, or from the fourth quarter average of 65.1.

Overall, the fourth quarter 1990 surveys recorded the lowest level of consumer confidence since 1980. During the past 30 years, there have only been 8 quarters in which the Index was lower than in the fourth quarter of 1990: during the 1973-75 recession and just prior to and during the 1980 recession.

While the fourth quarter 1990 results do indicate a halt to the sharp declines recorded from midyear, there is little evidence of an emerging rebound from the currently depressed levels. Inflation and interest rate expectations did improve in the December survey, but concerns with rising unemployment remained widespread. While fewer consumers thought that conditions in the national economy would further worsen, the vast majority thought that bad times financially would persist into the year ahead.

Consumer Reactions to War

In the past, consumers have viewed the impact of war on the domestic economy in both positive and negative terms. On the one hand, rising military expenditures have increased production and employment, which consumers saw as a benefit to the economy. However, military conflicts have also been accompanied by rising inflation and taxes, clear negatives for consumers.

Korea. In the early part of the Korean conflict, defense spending expanded rapidly and consumers thought it would benefit business conditions. Following the initial news of the invasion of South Korea, the most important influence on consumers came with the unexpected and shocking news of military setbacks. As a result, consumers anticipated rapid increases in inflation and higher taxes. With the memories of WWII shortages and rationing of consumer goods still fresh in their minds, for a time consumers stepped up buying so as to beat any war induced shortages. Price controls were instituted in January 1951. Moreover, along with the expectations of a military expenditure boom at the start of the war, came the expectation of sharp cutbacks in military spending at its conclusion. The economy slipped into a recession by July of 1953, which lasted to May of 1954.

Vietnam. The impact of the Vietnam war was similar, but not identical. While the initial increases

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in military expenditures were not widely publicized, in the early stages of the war consumers did think that the domestic economy benefitted from the rise in military expenditures. As the war progressed, tax increases and rising inflation eroded favorable opinions on the economic implications of the war. As the war lengthened, news of military setbacks, as well as more basic questions about the appropriateness of our involvement, had a significant, negative influence on consumer attitudes. As in the Korean conflict, the Vietnam period was marked by a recession, lasting from December of 1969 to November of 1970, as well as by price controls.

Persian Gulf. In the current situation, the increase in military expenditures is not expected to have a significant impact on the domestic economy. In part, this is because of the expected short duration of the conflict, and in part because of declines in other portions of the military budget. Thus, the benefits on domestic production and employment are not present in the current situation.

If the military conflict can be avoided or is relatively short, the resolution of the crisis will have a positive, but small impact on consumers. The favorable impact, however, will not be sufficient in itself to reverse the entire extent of the recent declines in confidence. The problems in the domestic economy will not be erased by a quick and successful conclusion of our involvement, since that will not resolve the concerns of consumers with rising unemployment, lagging incomes, declines in wealth from losses in real estate values, or the uncertainties generated by the problems facing financial institutions.

The upside benefits on consumer attitudes are thus not very great, while the downside risks are more substantial. As in previous situations, news of military setbacks or a stalemate could well have a significant unfavorable impact on consumers.

Offsetting Changes Among Population Subgroups

The December 1990 survey recorded small offsetting changes in consumer sentiment among population subgroups from the November readings.

The Index of Consumer Sentiment fell among families with incomes above $40,000 to 68.1 in December, from 72.7 in November, offsetting gains among lower income families. Confidence among high income families declined by a total of 31.0 Index-points during the last half of 1990, compared with a total decline of 22.8 Index-points among all families.

The Index posted further declines among residents of the Northeast and West, while confidence among residents of the North Central and South inched upward. Among residents of the Northeast, the Index fell to 55.6 in December from 63.9 in November, marking the lowest level recorded since the last recession. For residents of the West, the Index fell to 64.7 in December from 68.3 one month earlier, also the lowest level since the recession in the early 1980s. In contrast, confidence among residents of the North Central region rose to 69.4 in December from 67.2 in November, and among residents of the South the Index rose to 68.4 in December from 65.2 one month earlier.

Leading Indicator Posts Small Improvement

The Index of Consumer Expectations rose to 53.7 in December, marking the second small monthly improvement from the low of 50.9 recorded in October. The gain was due to a slight improvement in the outlook for the national economy over the longer term, while prospects for economic conditions during the year ahead showed no improvement. To be sure, the improvement in the Expectations Index has thus far been very small given the substantial declines posted during the past year.

The Index of Current Economic Conditions fell to 84.0 in the December 1990 survey, down from 86.7 in November, leaving it at its lowest level since 1983. This reflects the typical cyclical pattern, whereby evaluations of current economic conditions continue to decline following the start of a recession.

Recessionary Declines Expected to Slow

The vast majority of respondents in the December 1990 survey thought that the economy was in a recession. Among all families, 79 percent reported that the national economy was in decline. This perception rose sharply prior to the fourth quarter of 1990 (from 39 percent in July to 74 percent in October), and has since then increased only by a small amount.

Despite the widespread view that the economy had worsened during past year, expectations about the future direction of change in the economy have improved during the fourth quarter surveys. The proportion of families that expected further worsening of economic conditions fell to 35 percent in the December 1990 survey from 41 percent in November and the recent peak of 43 percent in October.

While somewhat fewer consumers thought that the economy would further worsen during the year ahead, few expected overall economic conditions would be favorable. Just 12 percent of all families expected good times financially in the economy as a whole during the year ahead, just above the all-time record low of 11 percent recorded in 1980. Bad times financially were expected to persist during the year ahead by 72 percent of all families in the December 1990 survey.

The proportion of consumers that expected good times financially in the economy during the next five years rose slightly to 24 percent in December 1990 from 18 percent in November.

Increases in Unemployment Remain Top Concern

The national unemployment rate was expected to increase during the year ahead by 60 percent of all families in the December 1990 survey. While this was somewhat below the 64 percent recorded in November, it remained substantially above the 37 percent recorded in July of 1990 and December of 1989.

Inflation Rate Expected to Decline

Importantly, inflation expectations improved in the December survey. The annual rate of inflation expected by consumers fell to 5.5% in December from 5.7% one month earlier and 6.1% two months earlier.

Interest Rate Outlook Improves

Interest rates on consumer loans were expected to decline by 32 percent in the December survey, up from 21 percent one month earlier and 14 percent three months earlier. This was the highest proportion of families to expect declines in interest rates in nearly five years. The proportion that expected increases in interest rates fell to 43 percent in December from the recent high of 63 percent in September.

Personal Finances Unchanged At Diminished Levels

Personal financial assessments remained largely unchanged in the December survey from one month earlier, as the benefits from smaller price increases were offset by smaller income gains. Among all families in the December 1990 survey, 33 percent reported that they were better off financially than a year earlier, between the 35 percent recorded one month earlier and the 30 percent recorded two months earlier.

Fewer families expected their financial situation to improve during the year ahead (26 percent in December, down from 31 percent in November), and fewer families expected their situation to worsen (16 percent in December, down from 19 percent in November), leaving the majority (54 percent) expecting an unchanged financial situation.

Buying Attitudes: Price Discounts Overwhelmed by Economic Uncertainty

Attitudes toward buying conditions for vehicles as well as large household durables weakened in the December survey, while home buying attitudes improved slightly due to lower mortgage interest rates.

Although references to the availability of price discounts were more frequent in December than November for each market studied, the widespread sense of uncertainty about economic prospects during the year ahead continued to be the primary reason given by consumers for their reluctance to make major purchases. These concerns have pushed buying attitudes toward vehicles and large household durables to the lowest levels recorded since the early 1980s.

Household Durables. The proportion of families holding favorable attitudes toward buying conditions for furniture, appliances, and home electronic declined in the December 1990 survey to 55 percent from 61 percent one month earlier. This was the lowest level of favorable attitudes recorded since the early 1980s.

The decline came despite more positive attitudes toward current prices. The proportion of families that mentioned the availability of price discounts on large household durables rose to 30 percent in December from 27 percent in November, while complaints about high prices fell to 9 from 12 percent.

The decline was due to more families adopting cautious attitudes toward spending. A total of 28 percent of all families mentioned that because of current economic problems and uncertainty about the future, they thought it was a bad time to plan major purchases.

Vehicles. Favorable attitudes toward buying conditions for vehicles were held by 47 percent of all families in the December 1990 survey, down from 50 percent one month earlier. This was the lowest proportion of families to report favorable car buying conditions since the recession of the early 1980s.

The decline came despite a slightly higher proportion who reported the availability of price discounts (36 percent in December, up from 34 percent in November), and a slightly lower proportion who complained about high vehicle prices (17 percent, down from 19 percent).

When asked to explain their views, it was concerns about current and prospective economic conditions that consumers cited more frequently. In the December 1990 survey, one-in-five consumers mentioned these factors as the reason they thought it was a bad time to purchase vehicles.

Homes. Favorable home buying attitudes were held by 55 percent of all families in the December 1990 survey, up from 54 percent one month earlier and 50 percent two months earlier. The small improvement over the past two months has been due to lower mortgage interest rates--reported by 17 percent of all families in December, up from 11 percent two months earlier.

Declines in home prices were mentioned by 38 percent of all families in the December 1990 survey, the highest proportion ever recorded in the history of these surveys.

* * *

The December 1990 survey included 504 completed interviews conducted between November 26 and December 21, 1990.

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Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

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SURVEYS OF CONSUMERS

DECEMBER 1990

The December 1990 survey was the 269th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

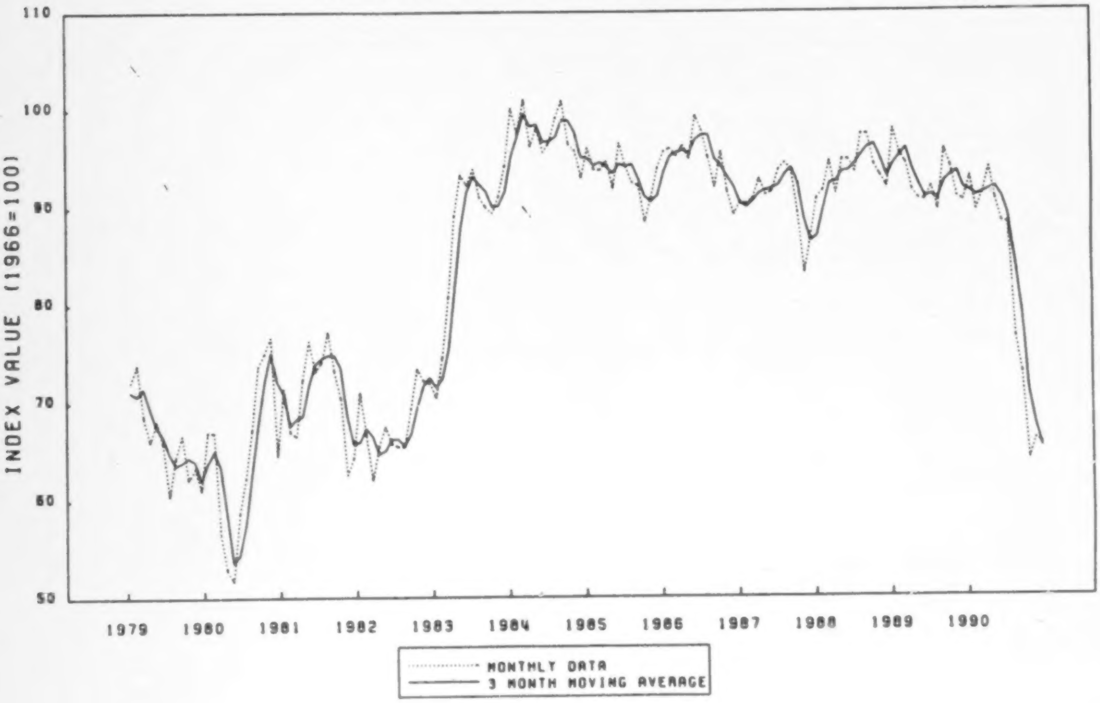


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

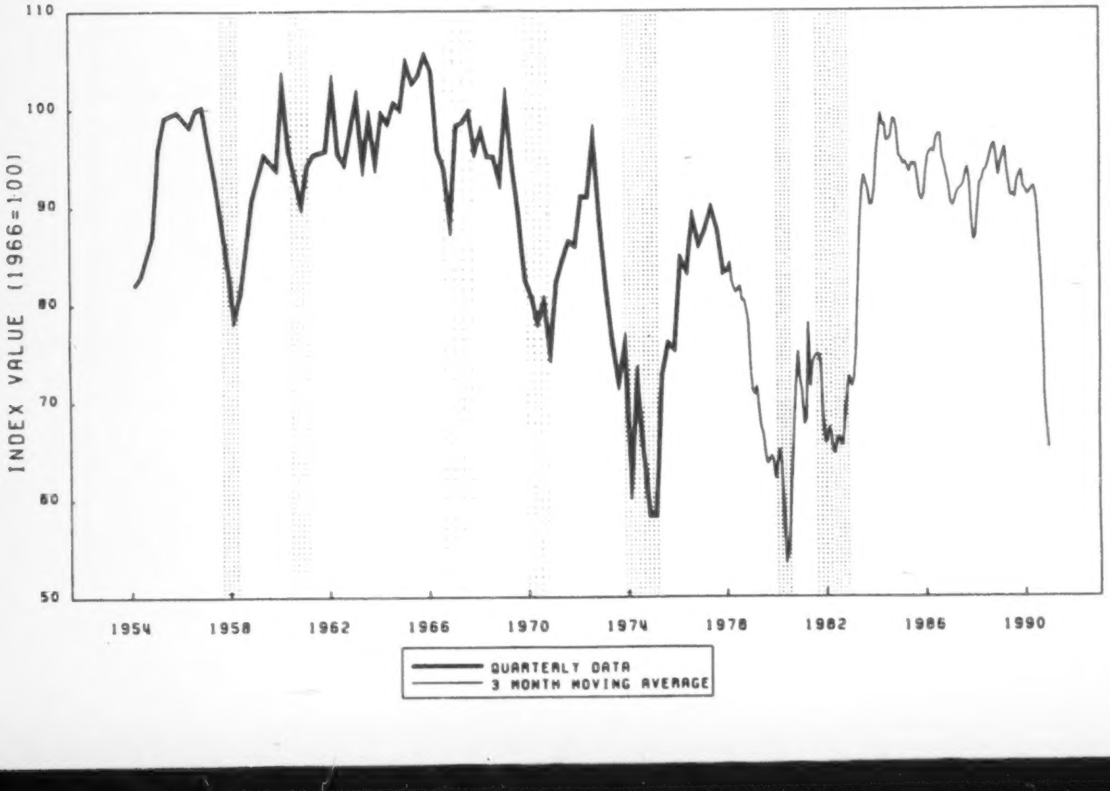


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
December 1987	86.8	94.5	96.1
January 1988	90.8	99.0	99.9
February 1988	91.6	98.1	100.8
March 1988	94.6	103.7	104.6
April 1988	91.2	99.1	99.6
May 1988	94.8	106.6	108.3
June 1988	94.7	102.3	102.7
July 1988	93.4	100.5	103.9
August 1988	97.4	105.1	104.2
September 1988	97.3	102.8	105.4
October 1988	94.1	103.0	103.7
November 1988	93.0	102.0	101.0
December 1988	91.9	97.0	99.5
January 1989	97.9	108.4	106.8
February 1989	95.4	104.6	109.6
March 1989	94.3	98.6	100.0
April 1989	91.5	99.1	99.8
May 1989	90.7	100.6	100.3
June 1989	90.6	95.2	95.4
July 1989	92.0	103.2	101.9
August 1989	89.6	93.5	93.1
September 1989	95.8	104.1	103.0
October 1989	93.9	100.2	103.6
November 1989	90.9	99.4	100.5
December 1989	90.5	100.0	104.1
January 1990	93.0	99.9	103.2
February 1990	89.5	93.9	91.8
March 1990	91.3	98.4	98.8
April 1990	93.9	99.8	103.3
May 1990	90.6	97.1	98.6
June 1990	88.3	97.9	99.1
July 1990	88.2	93.9	94.4
August 1990	76.4	80.1	78.9
September 1990	72.8	75.7	76.7
October 1990	63.9	69.4	72.4
November 1990	66.0	69.4	72.7
December 1990	65.5	68.7	68.1

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

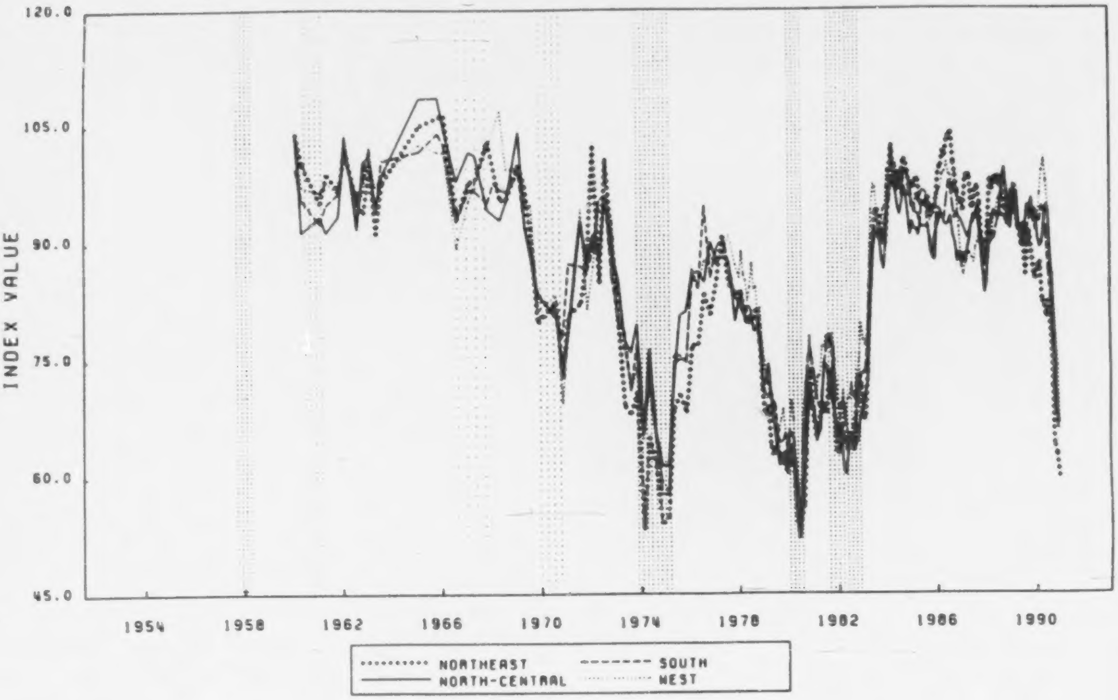


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

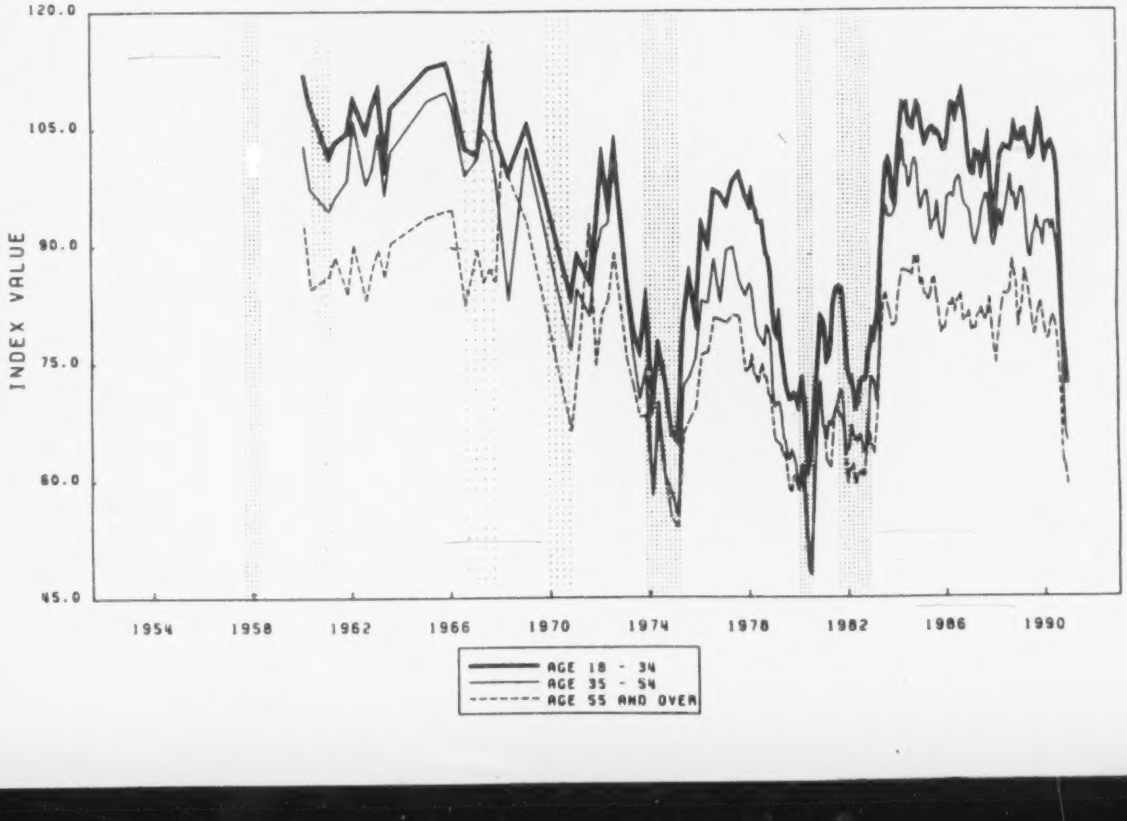


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

DATE OF SURVEY		CENSUS REGION North East	North Central	South	West	AGE OF RESPONDENT 18-34	35-54	55+
December	1987	83.4	83.6	90.4	89.2	94.1	92.9	73.6
January	1988	99.8	91.3	87.6	88.5	98.3	93.6	80.1
February	1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March	1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April	1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December	1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

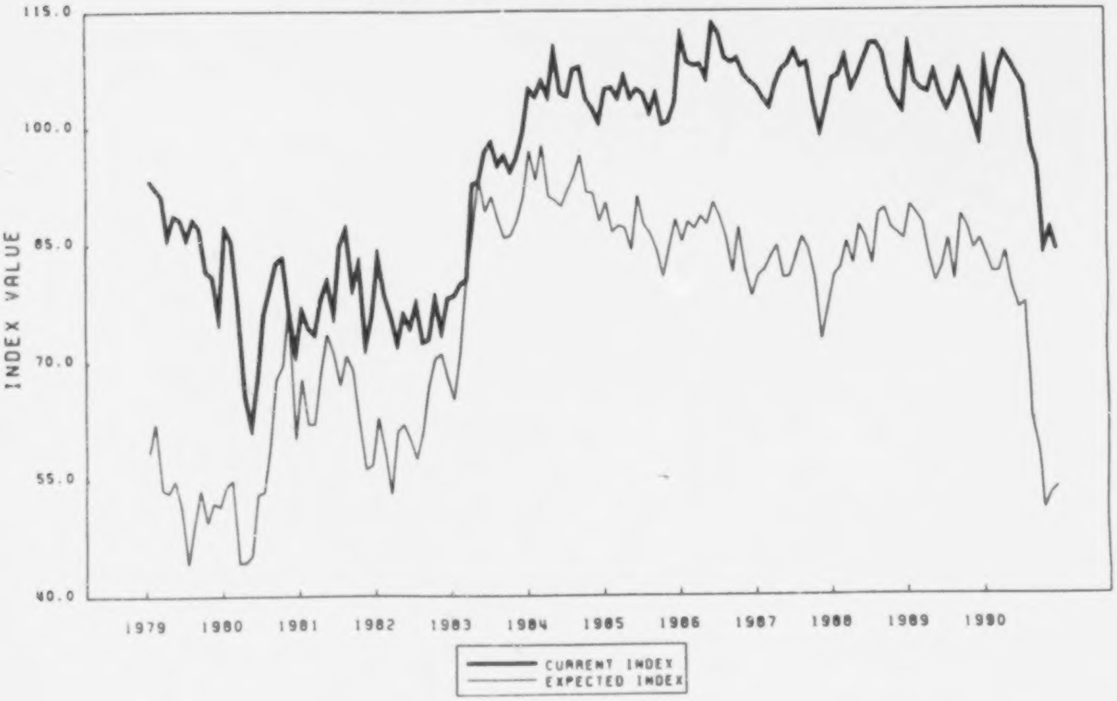


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

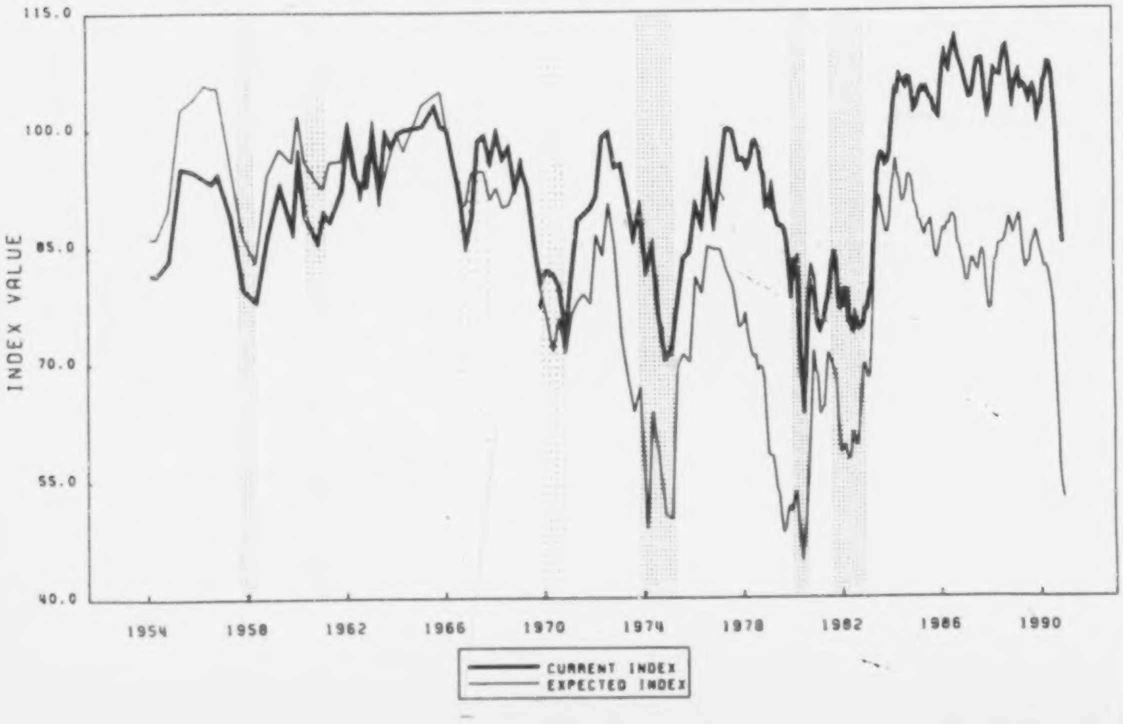


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
December 1987	119	120	98	89	147	102.7	76.7
January 1988	122	131	110	84	154	106.2	80.9
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

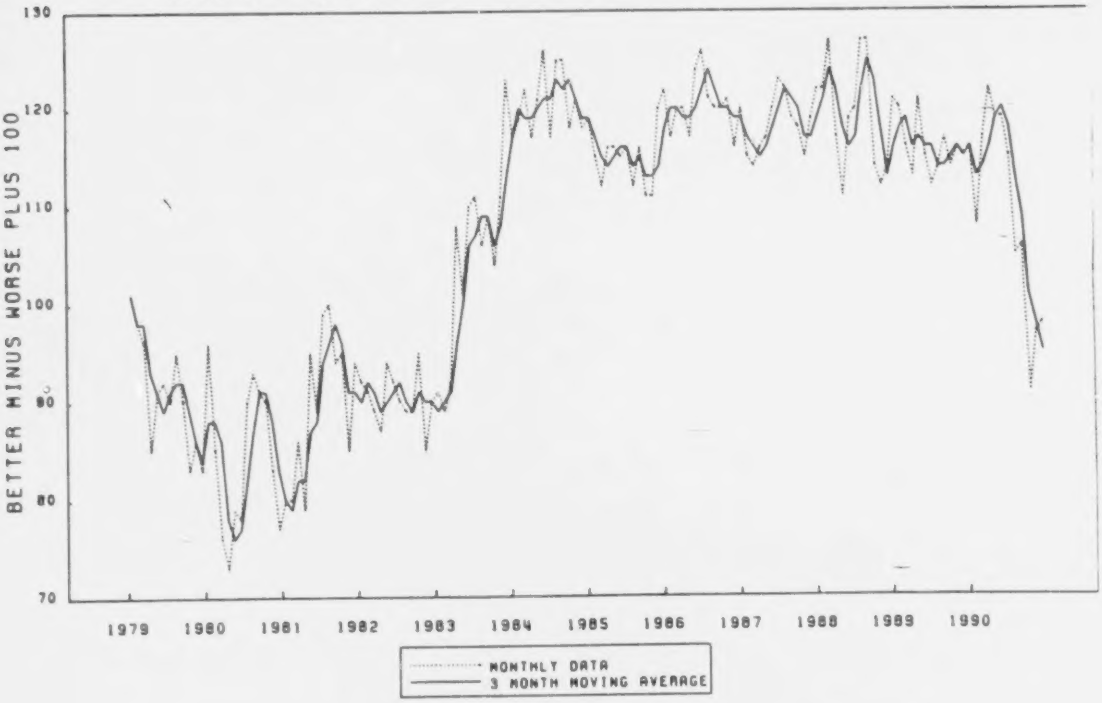


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

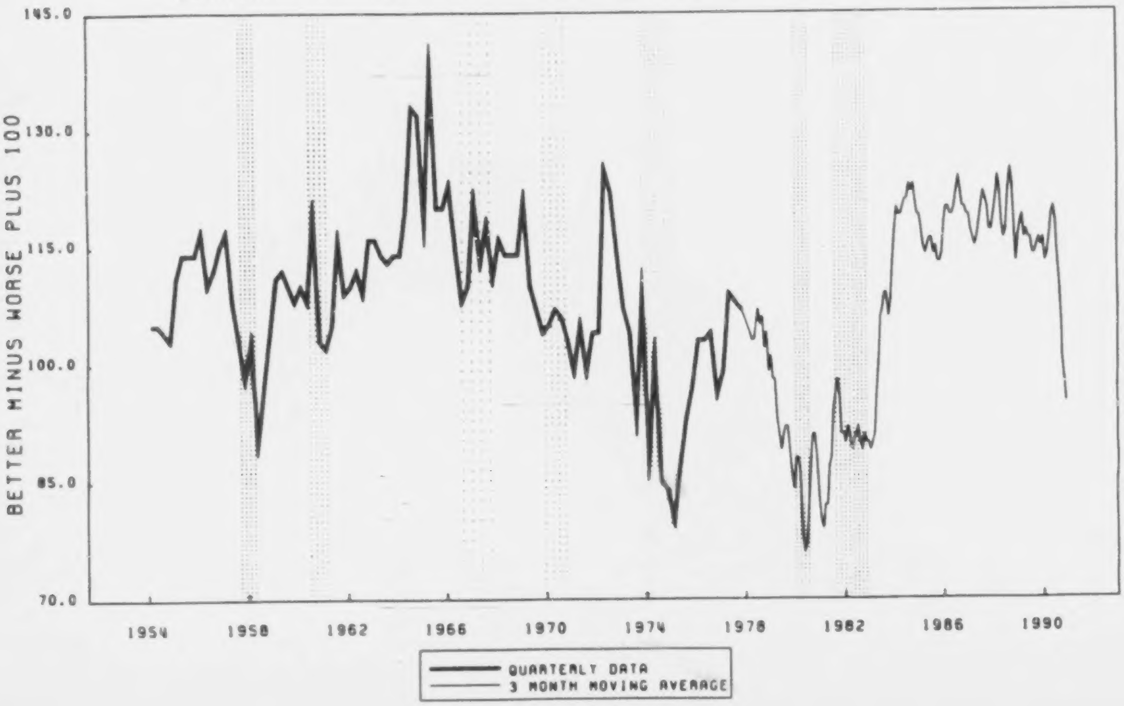


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
BETTER OFF	41%	43%	38%	43%	46%	43%	43%	43%	36%	36%	30%	35%	33%
SAME	32	30	32	30	29	33	33	29	33	34	31	27	32
WORSE OFF	26	27	30	26	24	24	24	28	31	30	39	38	35
DK,NA	1	*	*	1	1	*	*	*	*	*	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

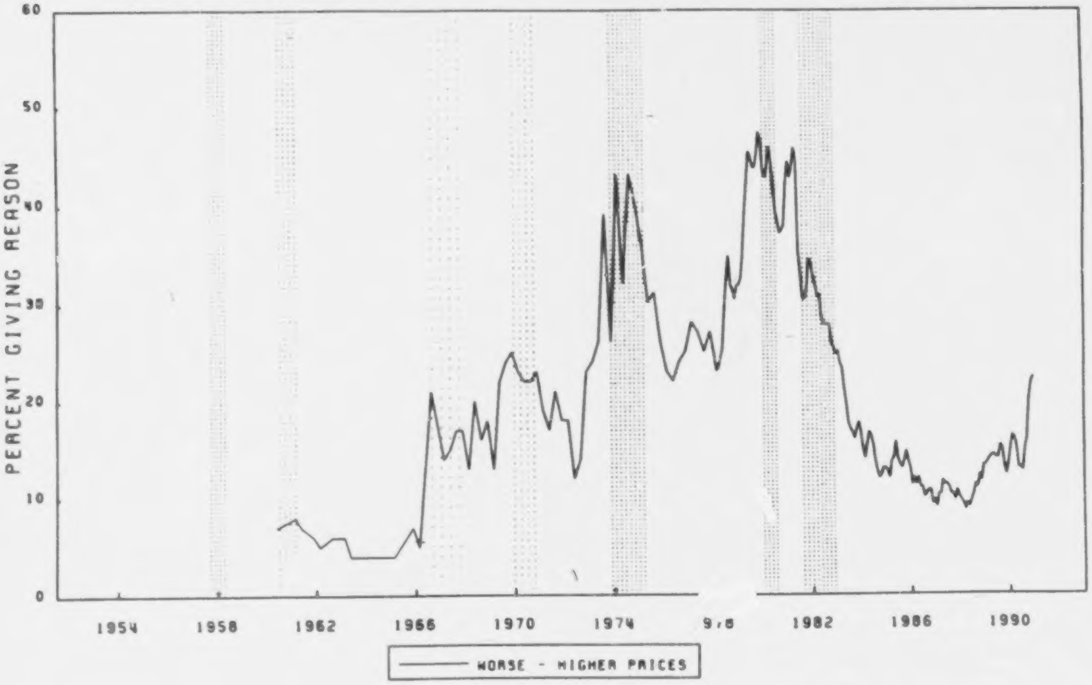


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

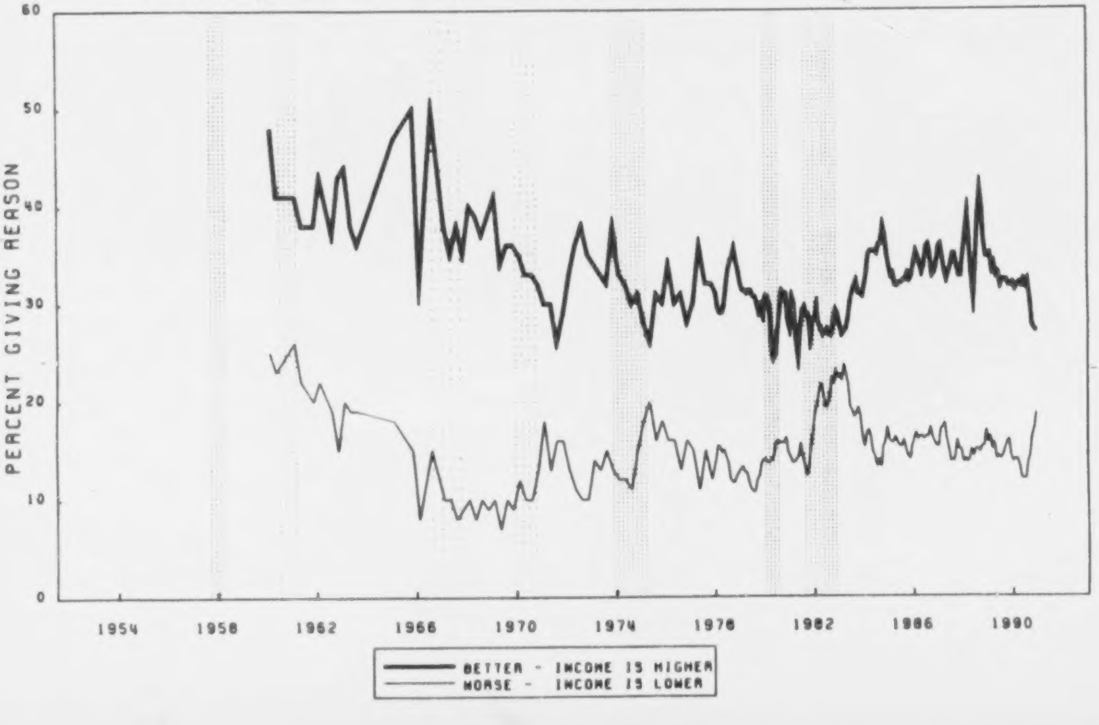


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
BETTER OFF THAN YEAR AGO:													
Income is higher	31%	33%	30%	32%	34%	29%	34%	32%	31%	28%	24%	30%	27%
WORSE OFF THAN YEAR AGO:													
Income is lower	11	15	16	11	13	12	11	13	17	13	19	19	18
Higher prices	16	16	17	15	13	11	15	12	18	18	24	23	20

Responses to the query: "Why do you say so?" following the question on Table 4.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

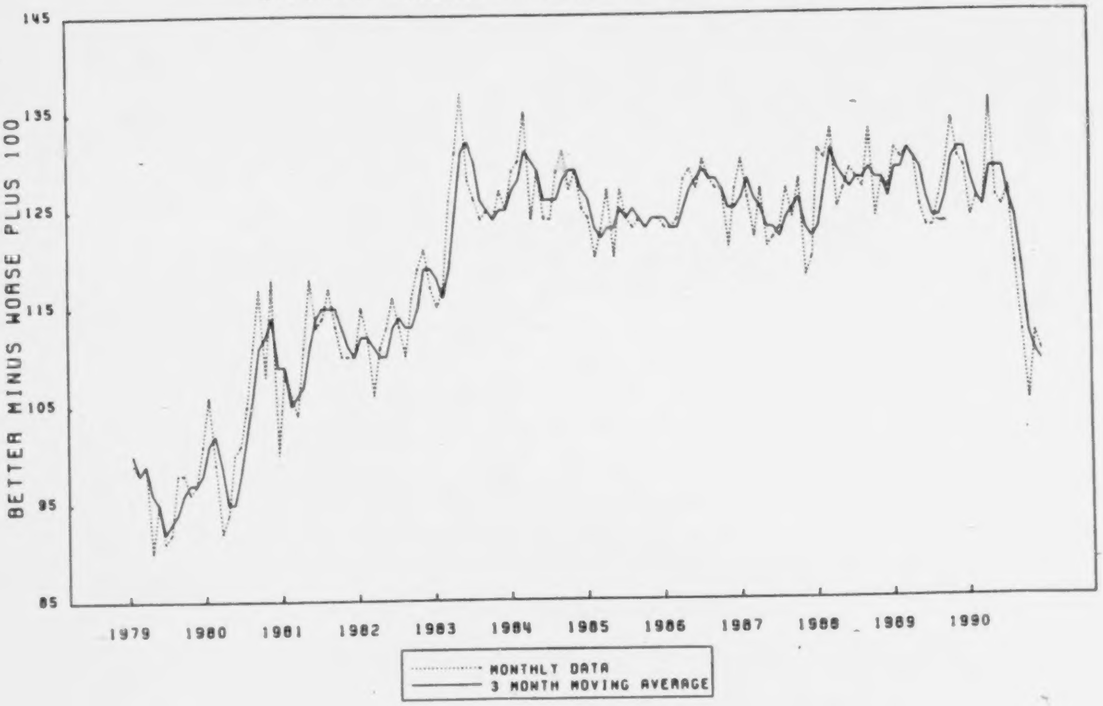


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

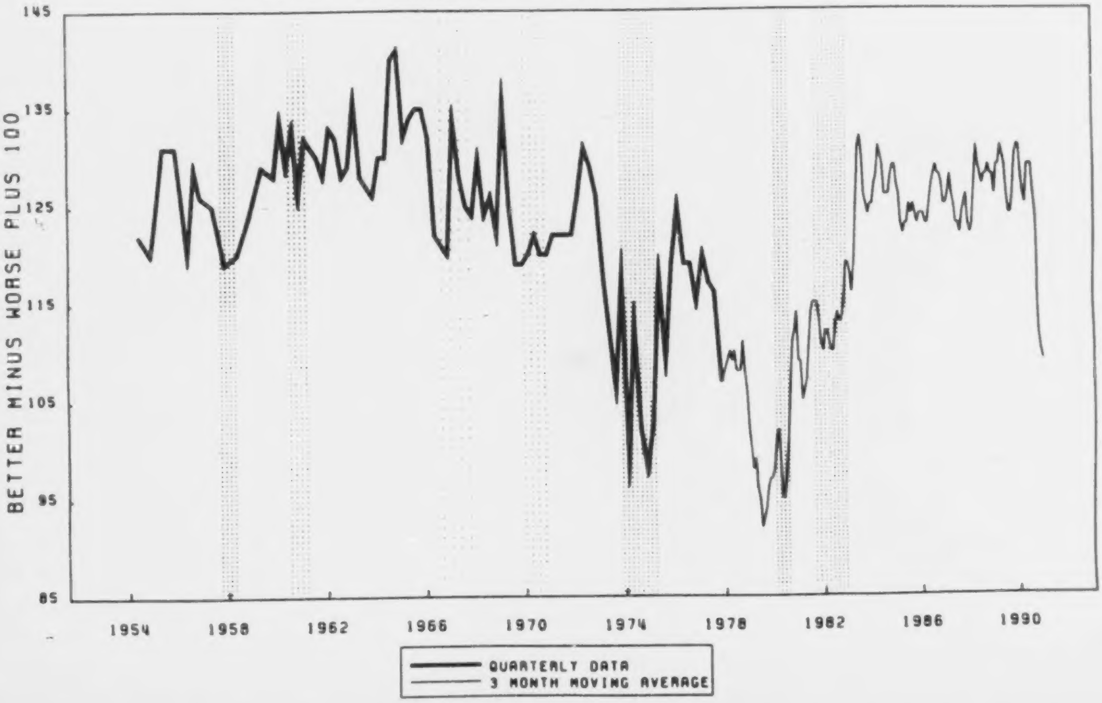


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
BETTER OFF	37%	35%	35%	37%	45%	38%	36%	37%	32%	29%	29%	31%	26%
SAME	50	51	53	49	44	48	50	51	52	52	44	46	54
WORSE OFF	8	11	9	12	9	12	11	10	13	17	24	19	16
DK,NA	5	3	3	2	2	2	3	2	3	2	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

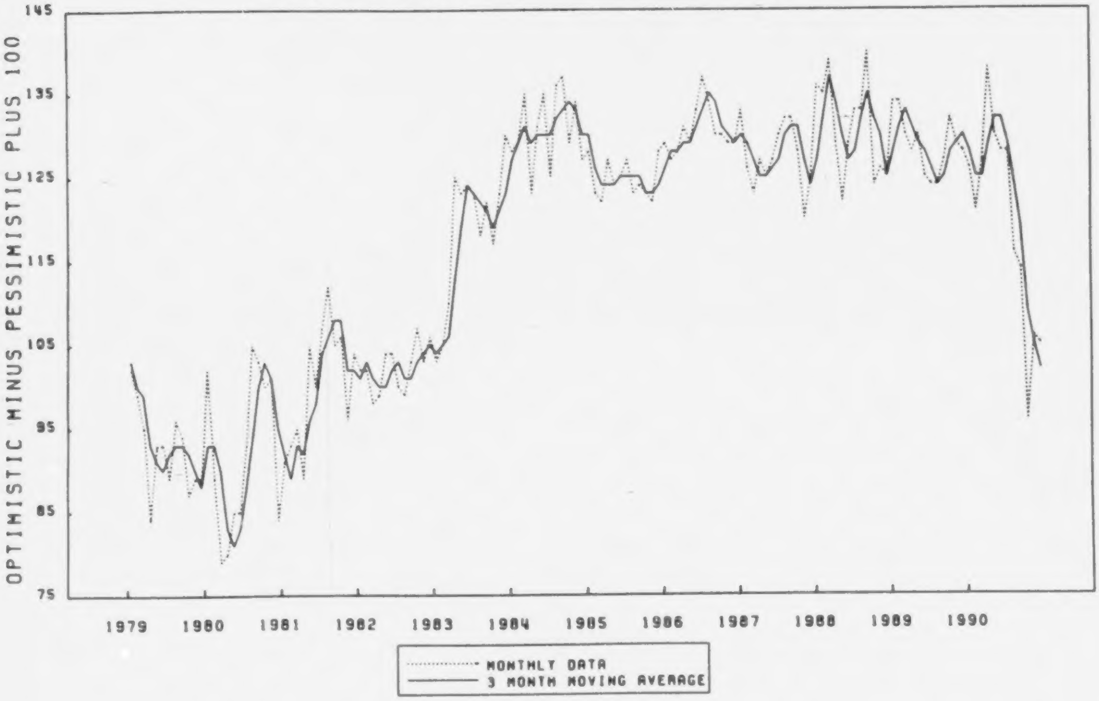


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

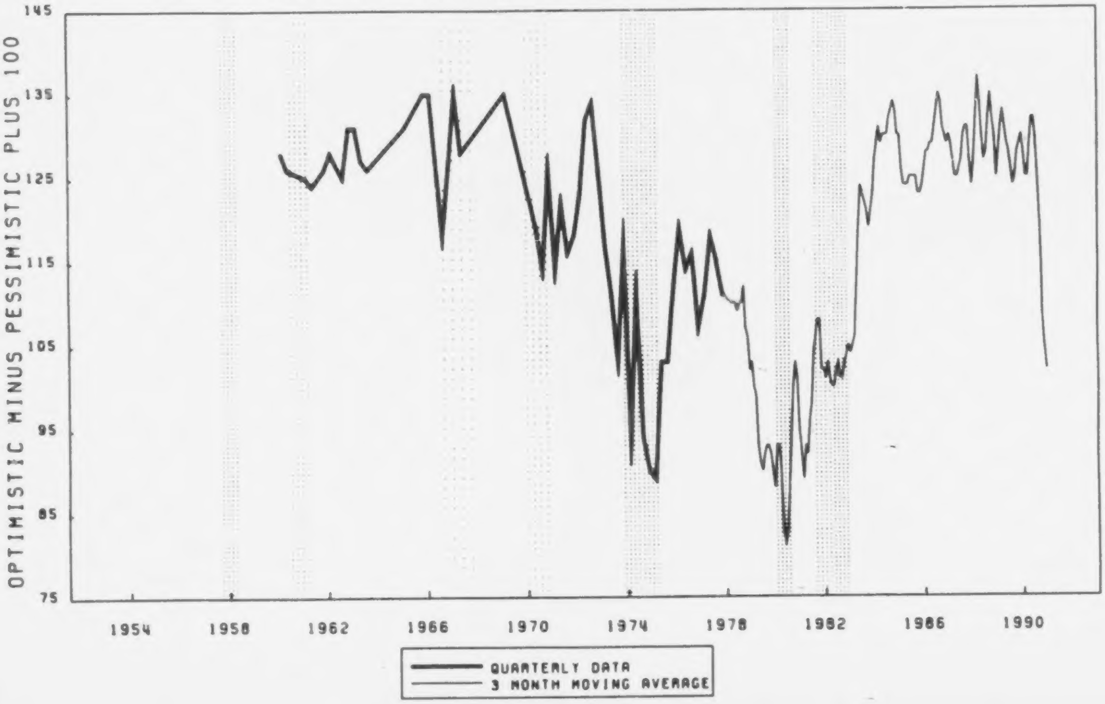


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
Continuous increase (a)	19%	20%	17%	20%	24%	22%	19%	21%	14%	14%	13%	15%	12%
Intermittent increase(b)	28	28	26	28	29	26	29	26	28	26	20	23	24
Remain unchanged (c)	18	17	21	17	16	21	18	20	18	21	15	13	18
Intermittent decline(d)	16	16	17	15	11	11	16	13	20	17	25	23	22
Continuous decline (e)	3	6	5	6	4	7	4	6	6	9	12	9	9
Mixed change (f)	11	9	10	10	13	11	11	12	11	11	12	13	11
DK,NA	5	4	4	4	3	2	3	2	3	2	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

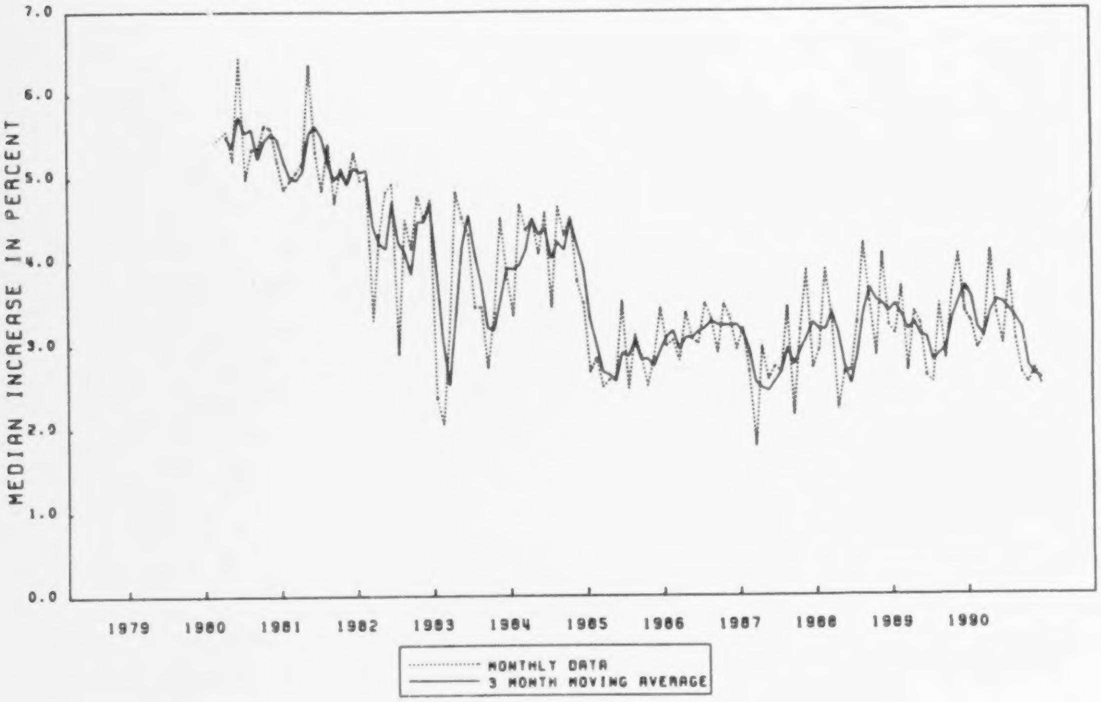


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

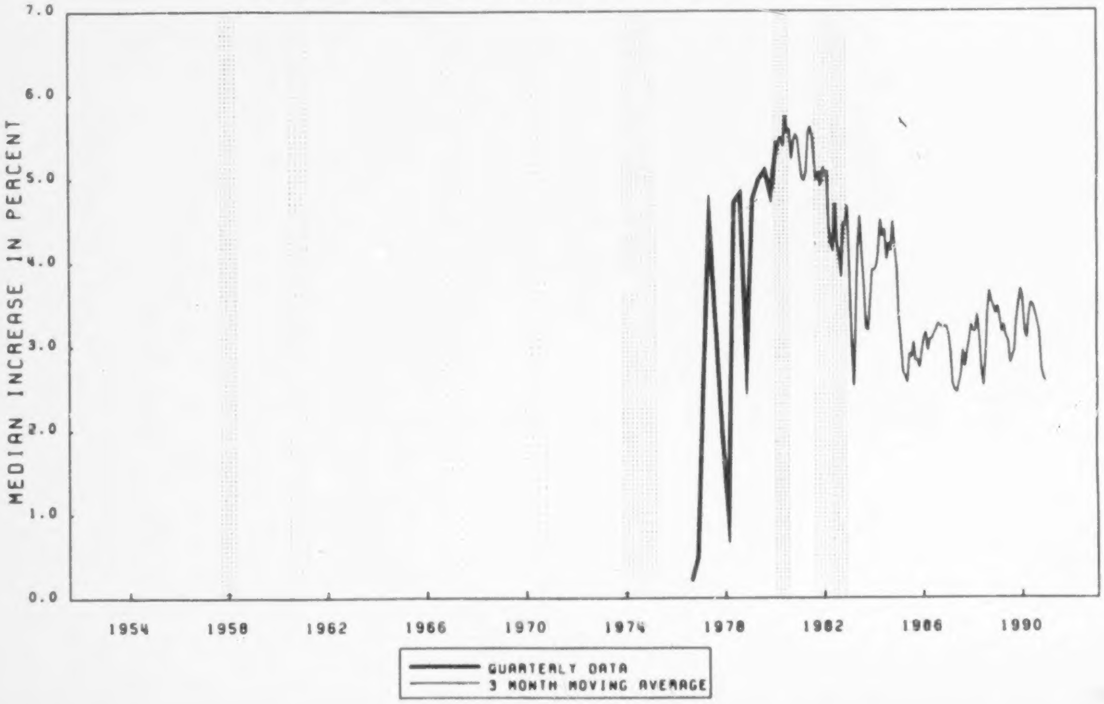


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
EXPECT INCREASE:													
1-4%	16%	18%	17%	15%	15%	16%	17%	16%	17%	17%	14%	19%	17%
5%	12	13	12	9	13	9	10	14	9	10	13	13	14
6-9%	8	7	6	9	7	8	9	8	10	8	5	4	5
10-24%	13	14	15	16	18	18	12	15	17	12	13	15	12
25% or more	7	5	5	4	8	7	9	8	6	6	6	5	6
DK how much up	5	5	3	5	4	5	3	3	2	4	5	3	4
EXPECT SAME	26	25	30	28	27	27	25	25	25	28	26	24	25
EXPECT DOWN	12	11	11	13	7	9	15	9	13	14	17	17	17
DK,NA	1	2	1	1	1	1	*	2	1	1	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

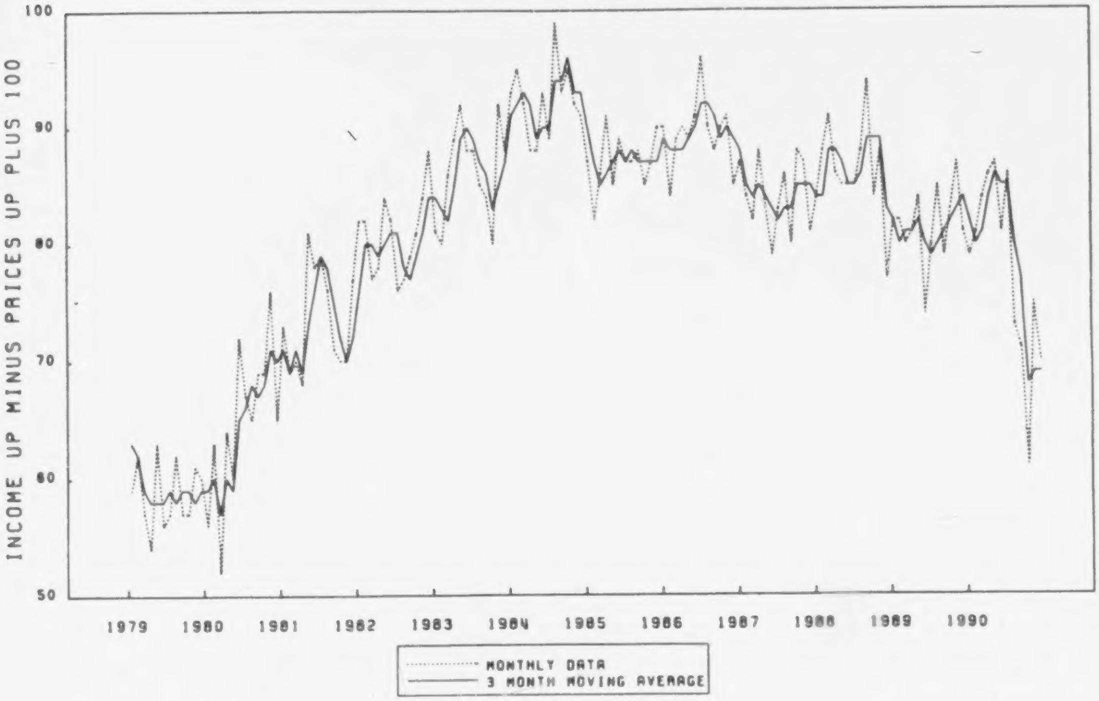


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

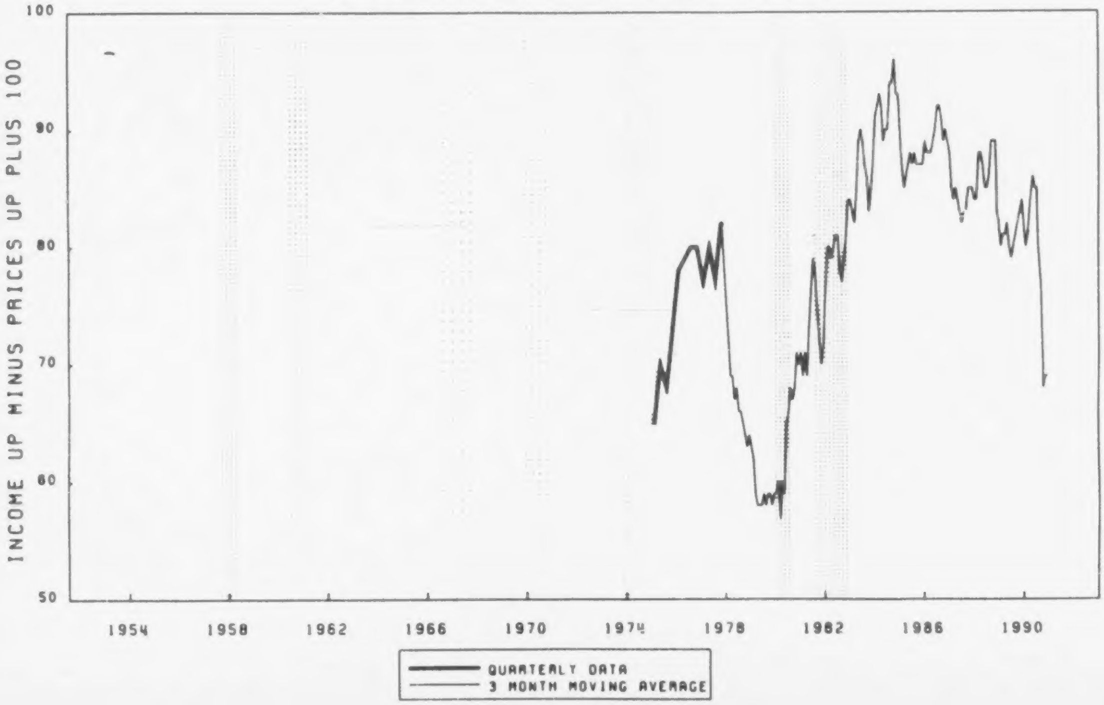


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
INCOME UP MORE	21%	17%	17%	20%	21%	19%	18%	21%	18%	14%	12%	16%	15%
INCOME UP SAME	36	42	44	42	42	48	44	42	37	42	35	41	38
PRICES UP MORE	40	38	36	36	35	32	37	35	45	43	51	41	45
DK,NA	3	3	3	2	2	1	1	2	*	1	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	50C	500	500	502	503	501	504

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

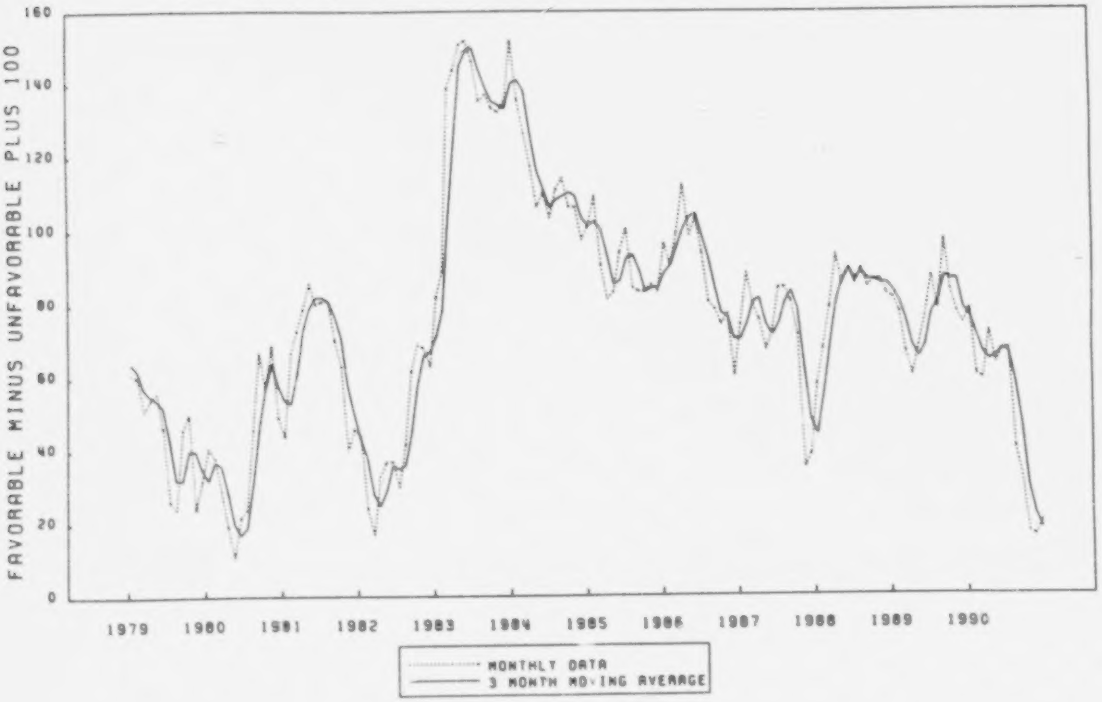


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

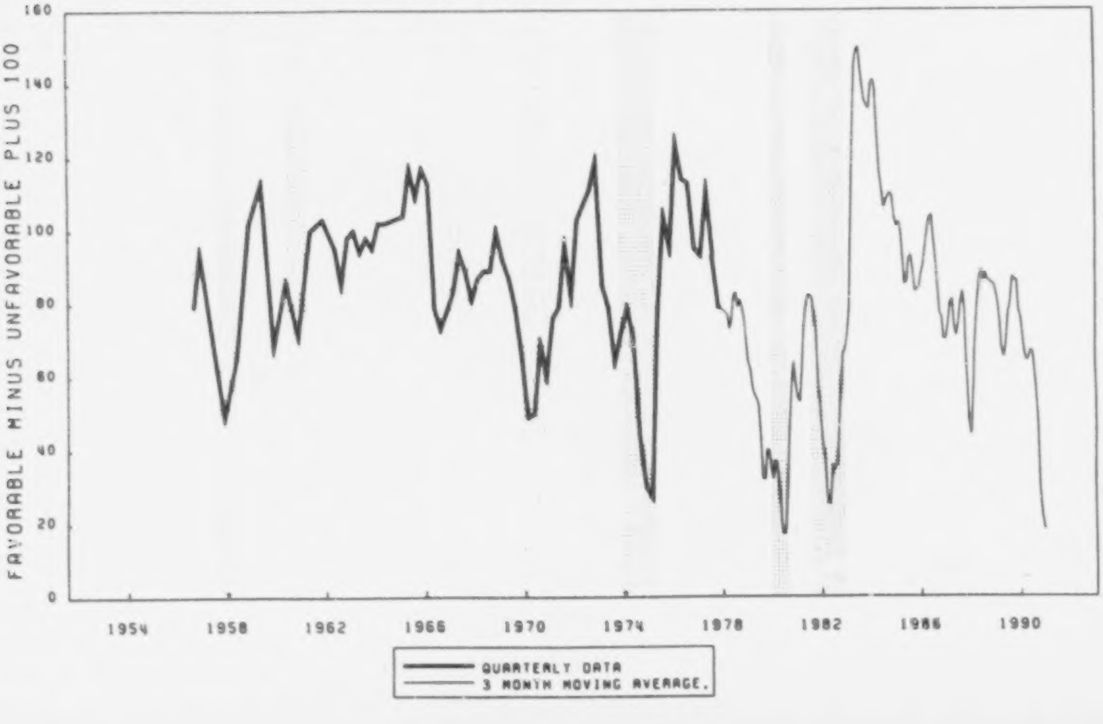


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
FAVORABLE NEWS	24%	26%	20%	21%	23%	18%	22%	18%	16%	10%	8%	8%	11%
UNFAVORABLE NEWS	50	48	60	62	51	55	55	51	76	78	91	92	91
NO MENTIONS	50	49	44	43	49	50	48	54	39	44	35	37	33

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

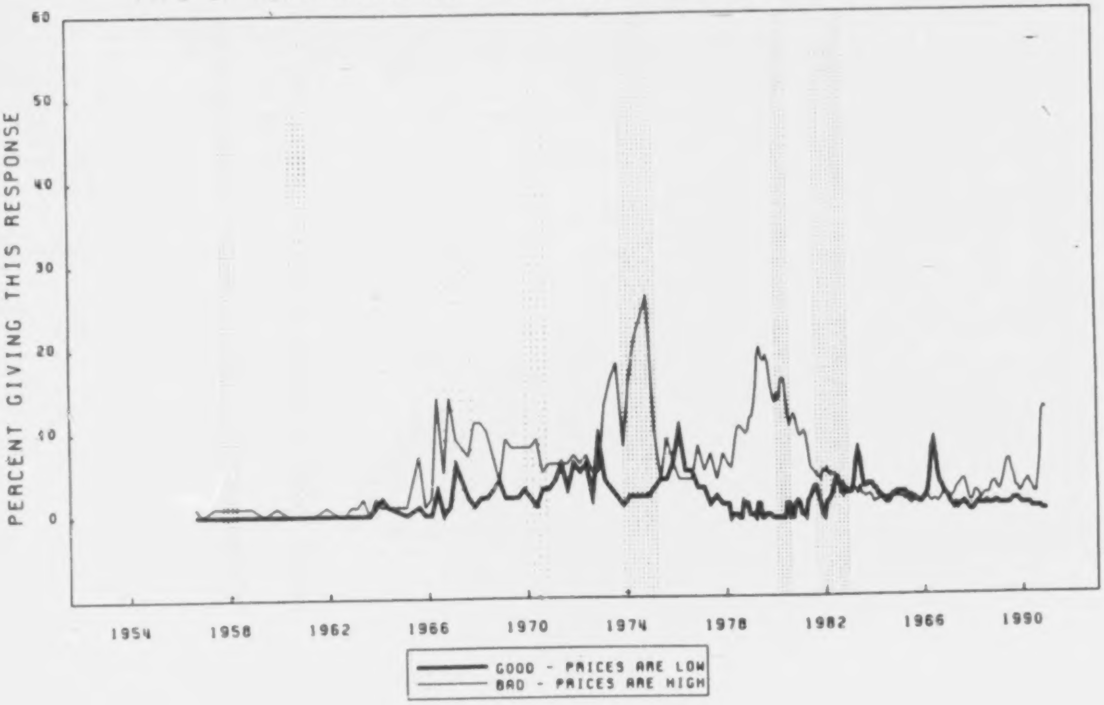


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

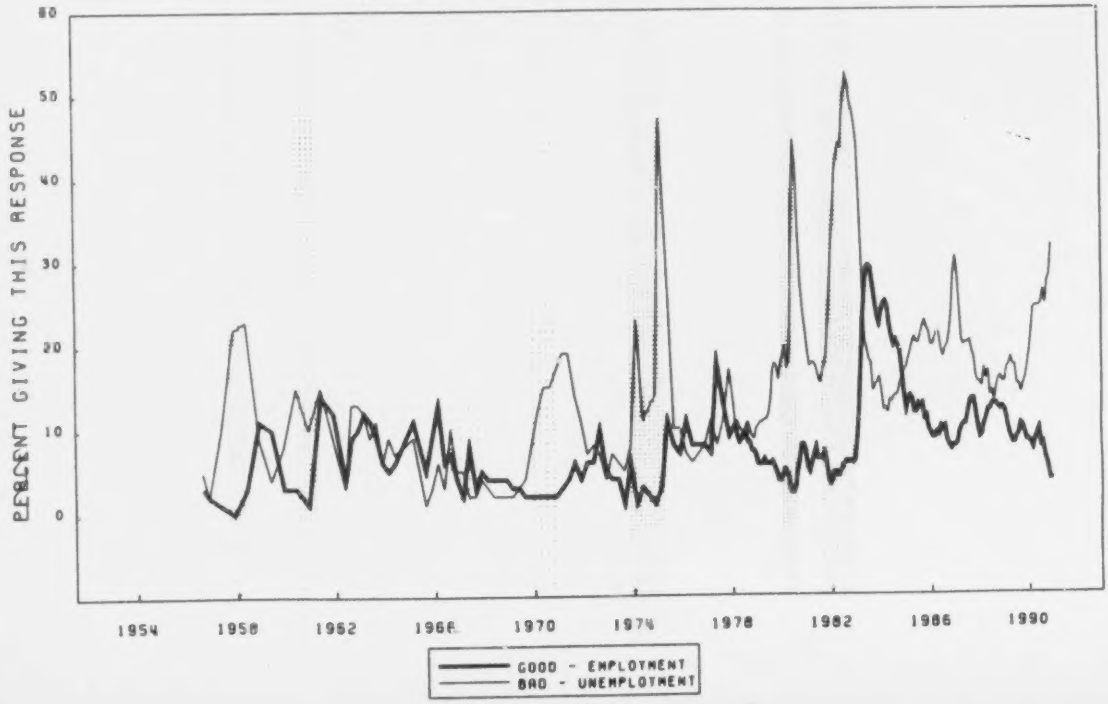


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
FAVORABLE NEWS:													
Government; elections	3%	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%
Employment	9	9	6	7	12	8	9	6	9	4	3	4	4
Higher consumer demand	2	1	1	2	2	1	1	*	1	1	1	*	1
Lower prices	*	1	1	*	1	*	*	1	*	*	*	*	*
Easier credit	1	6	3	1	1	2	2	2	2	*	*	1	1
Stock market	2	2	1	1	1	1	2	2	*	*	*	*	*
Trade deficit	3	2	2	2	2	1	1	1	*	*	*	*	*
UNFAVORABLE NEWS:													
Government; elections	5	3	6	6	3	8	6	9	13	17	16	17	10
Unemployment	19	21	24	27	22	24	27	23	29	22	31	31	33
Lower consumer demand	6	5	6	6	6	3	6	3	5	5	4	5	11
Higher prices	3	4	3	4	2	2	2	2	9	10	16	11	9
Tighter credit	2	1	3	3	2	3	2	2	2	3	2	2	2
Energy crisis	*	*	*	*	1	*	1	*	2	4	2	3	2
Stock market	2	2	6	4	3	3	1	1	3	3	5	5	*
Trade deficit	5	2	3	4	5	2	3	2	1	1	1	*	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

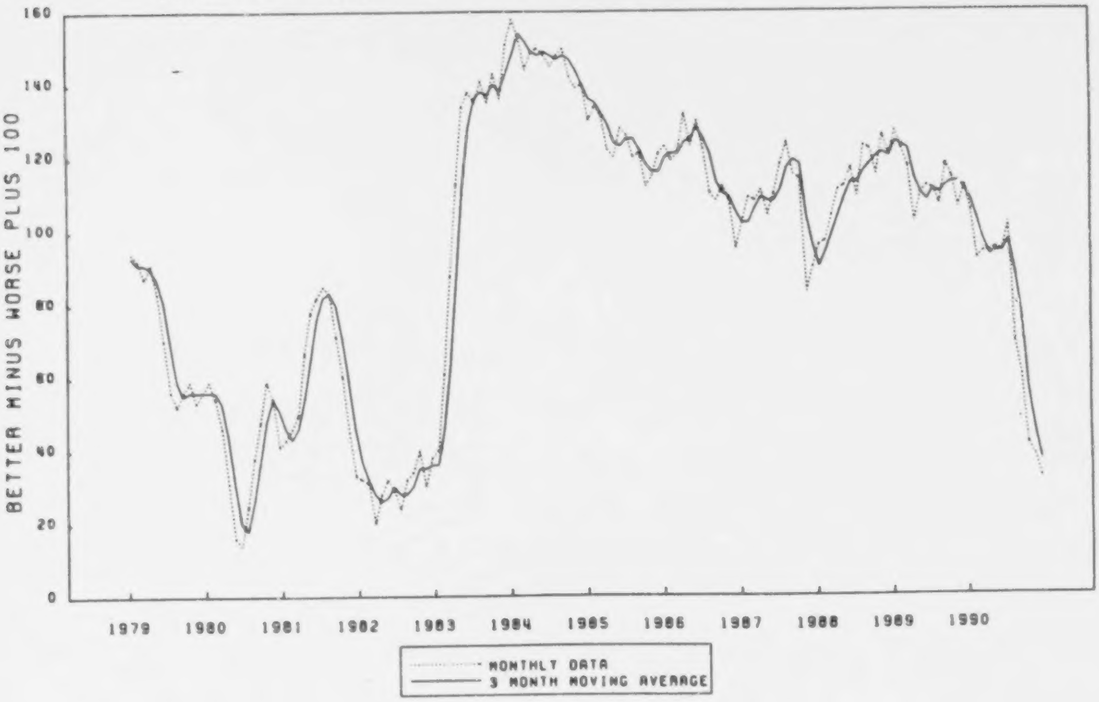


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

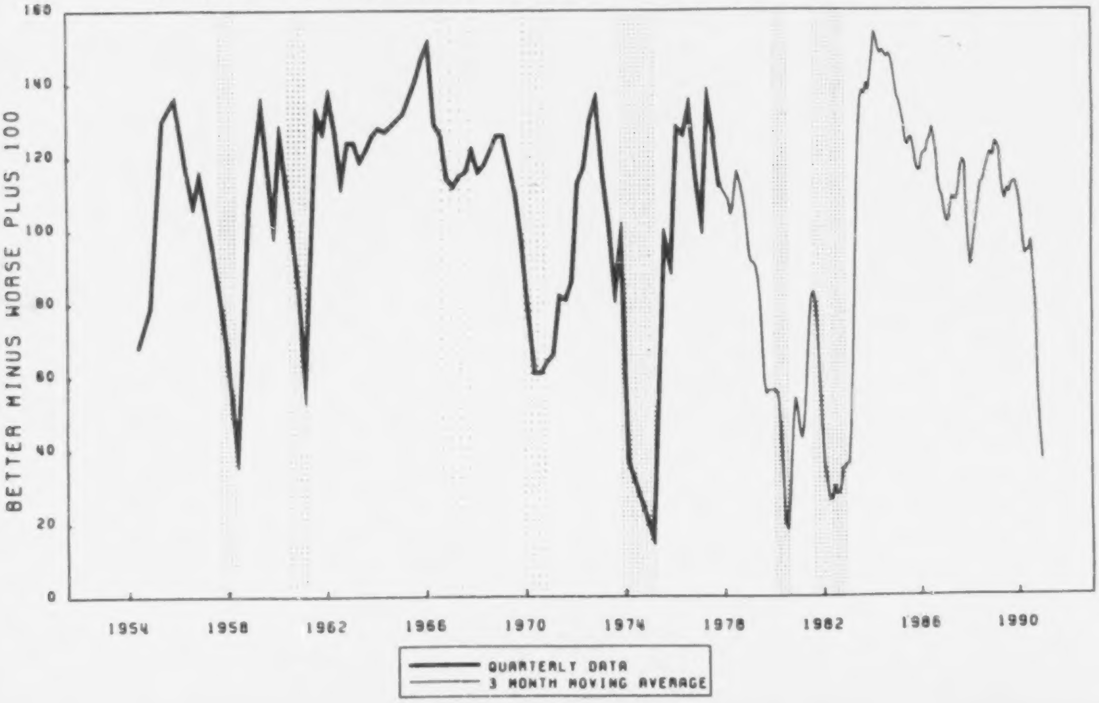


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
BETTER NOW	45%	43%	36%	36%	38%	36%	37%	41%	26%	22%	15%	13%	11%
SAME	19	16	17	20	17	19	18	19	15	13	8	11	9
WORSE NOW	33	38	44	42	44	41	43	39	57	62	74	75	79
DK,NA	3	3	3	2	1	4	2	1	2	3	3	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

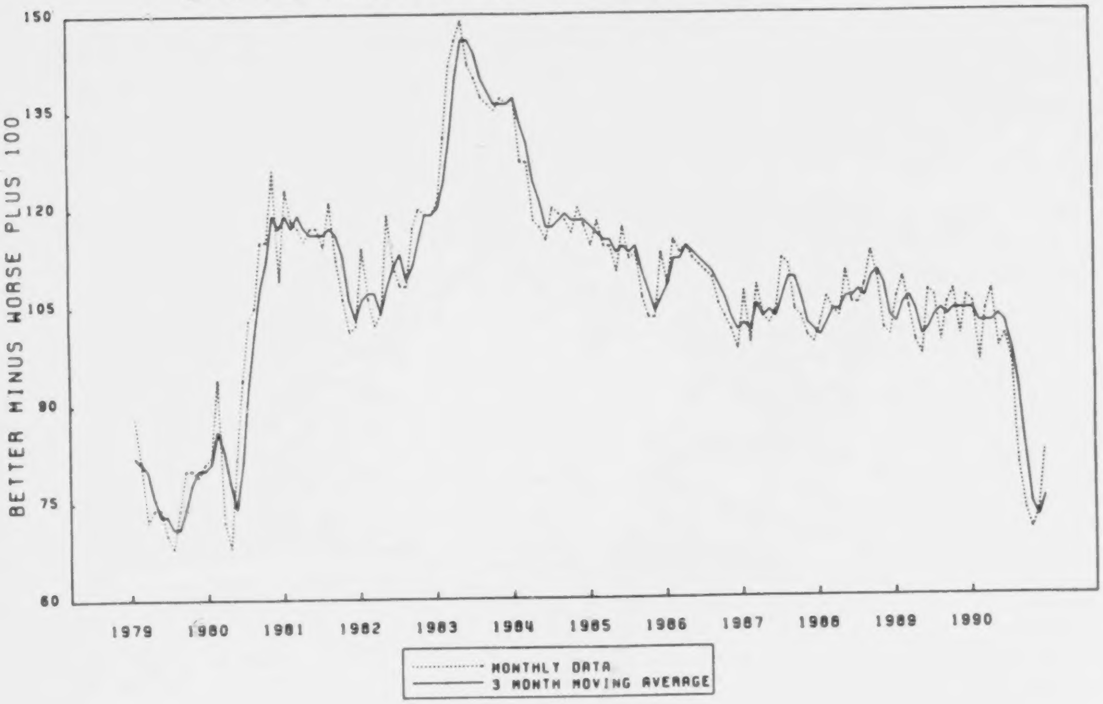


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

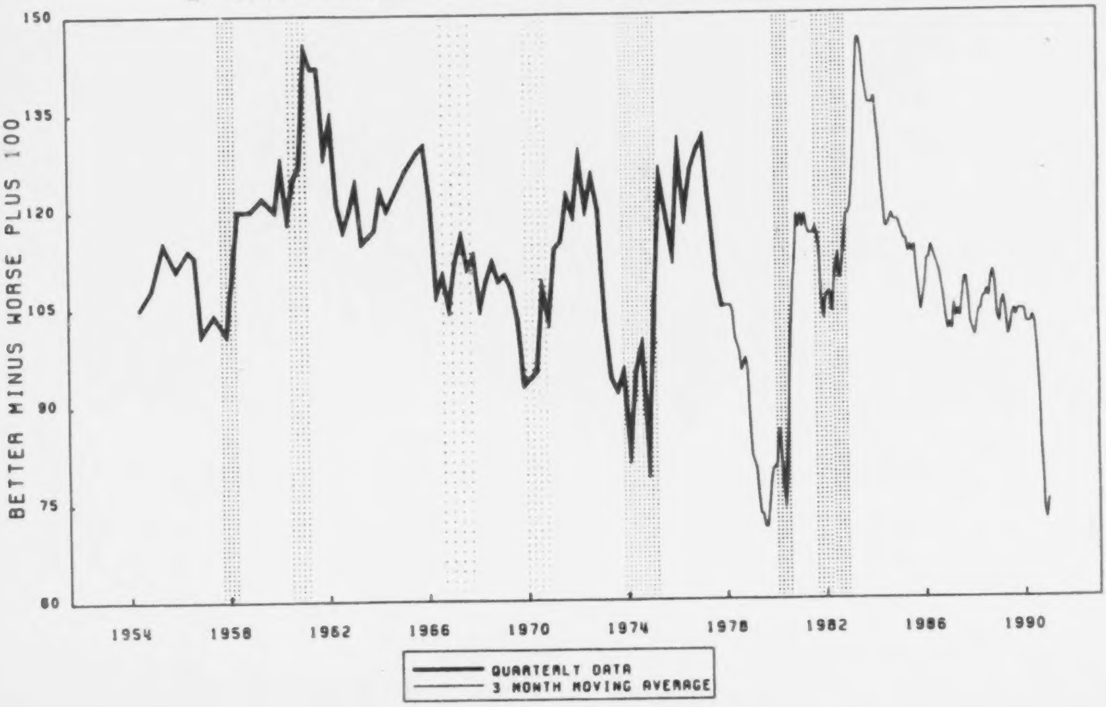


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
BETTER	24%	22%	19%	22%	24%	18%	20%	16%	13%	11%	13%	14%	17%
SAME	55	59	56	58	58	59	58	63	52	50	41	43	44
WORSE	18	17	23	18	17	20	20	20	33	38	43	41	35
DK,NA	3	2	2	2	1	3	2	1	2	1	3	2	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

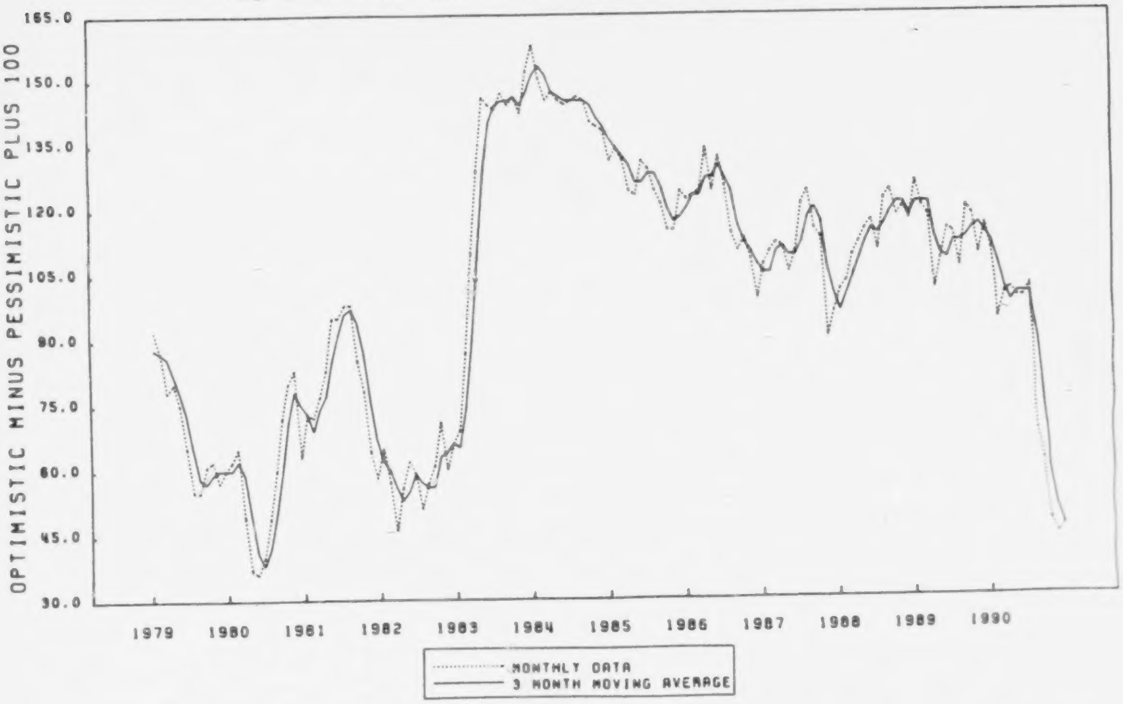


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

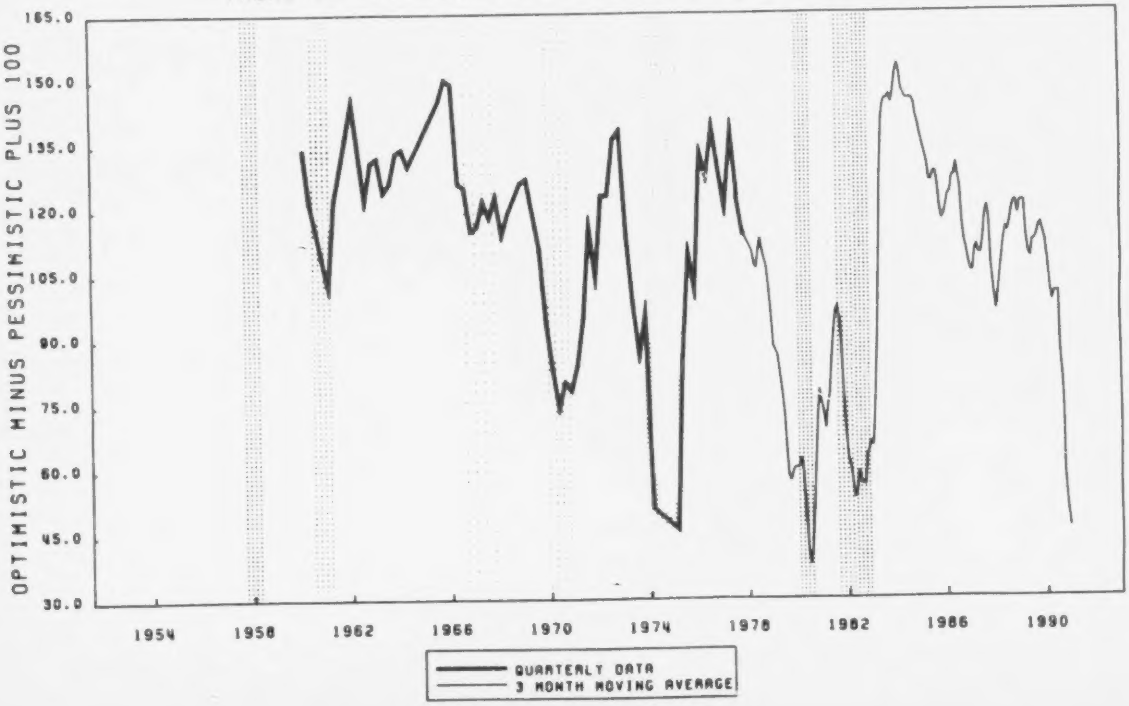


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
TREND:													
Continuous increase(a)	15%	14%	11%	10%	13%	8%	11%	8%	5%	3%	3%	2%	2%
Intermittent increase(b)	29	29	25	27	25	28	27	31	17	16	10	9	9
Remain unchanged (c)	13	12	10	12	12	12	11	12	9	9	5	5	4
Intermittent decline (d)	16	20	26	26	25	23	25	25	30	27	28	34	35
Continuous decline (e)	12	13	16	11	12	14	14	12	24	31	38	33	30
Mixed change (f)	10	8	8	10	11	9	9	9	11	10	10	14	14
DK,NA	5	4	4	4	2	6	3	3	4	4	6	3	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

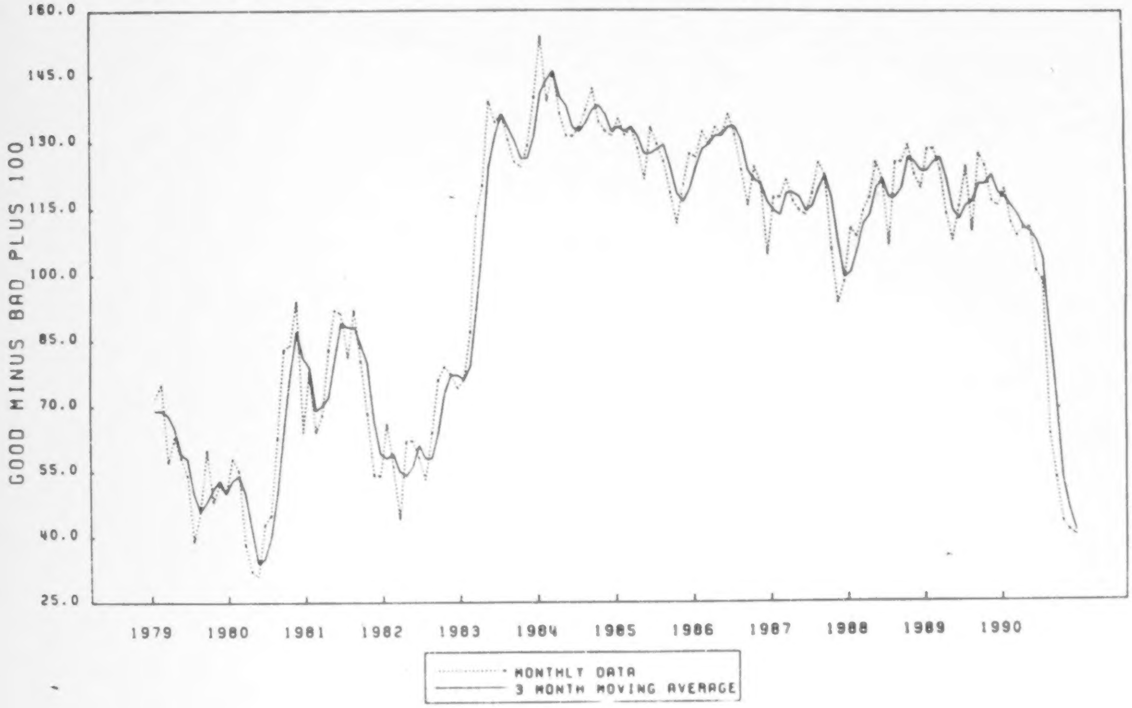


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

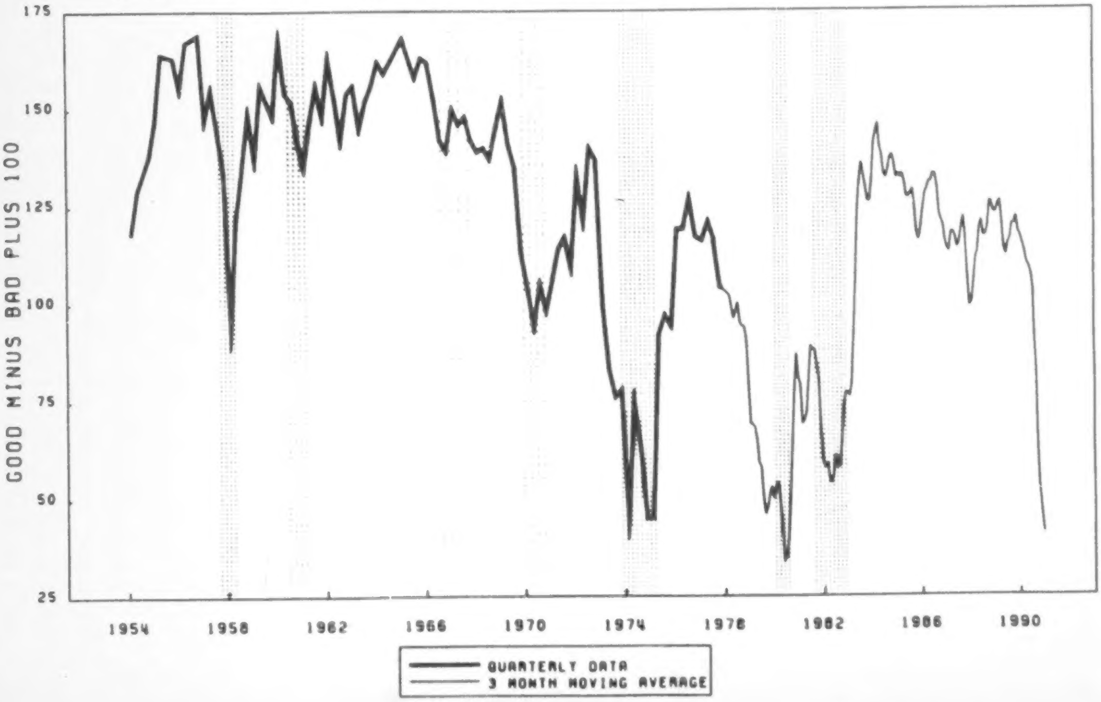


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIMES	49%	52%	46%	48%	49%	47%	43%	40%	25%	18%	14%	15%	12%
UNCERTAIN; GOOD & BAD	2	3	6	3	4	4	3	6	2	3	3	2	4
BAD TIMES	34	33	35	40	39	37	43	42	63	65	71	74	72
DON'T KNOW	7	6	7	5	4	6	5	7	5	8	5	3	5
NOT ASCERTAINED	8	6	6	4	4	6	6	5	5	6	7	6	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

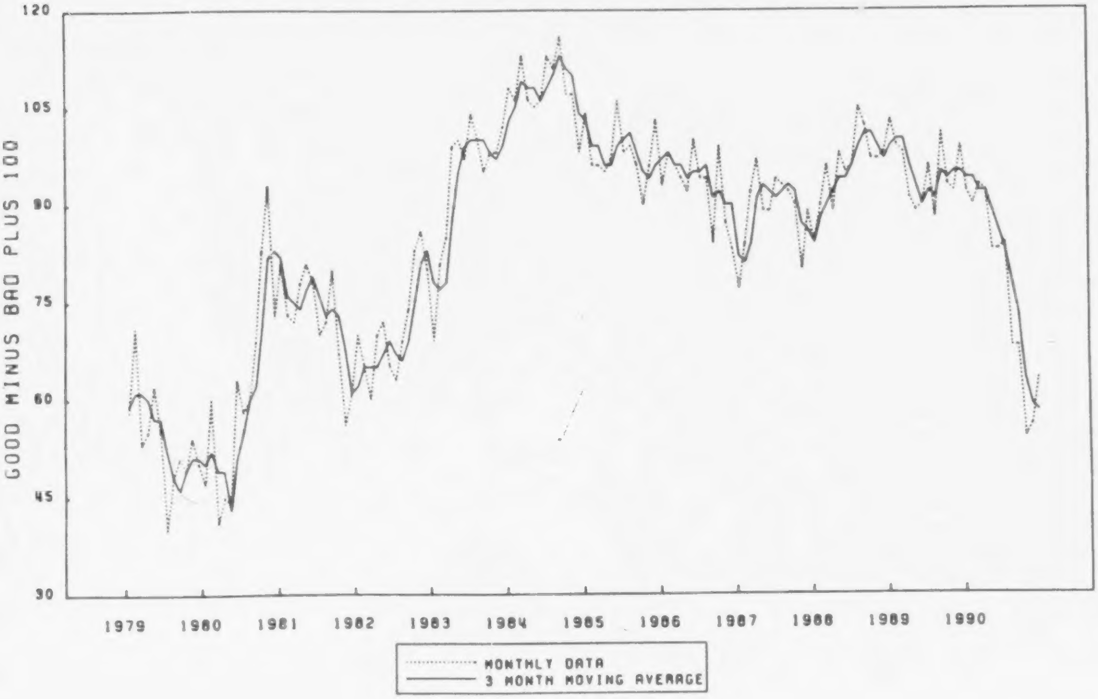


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

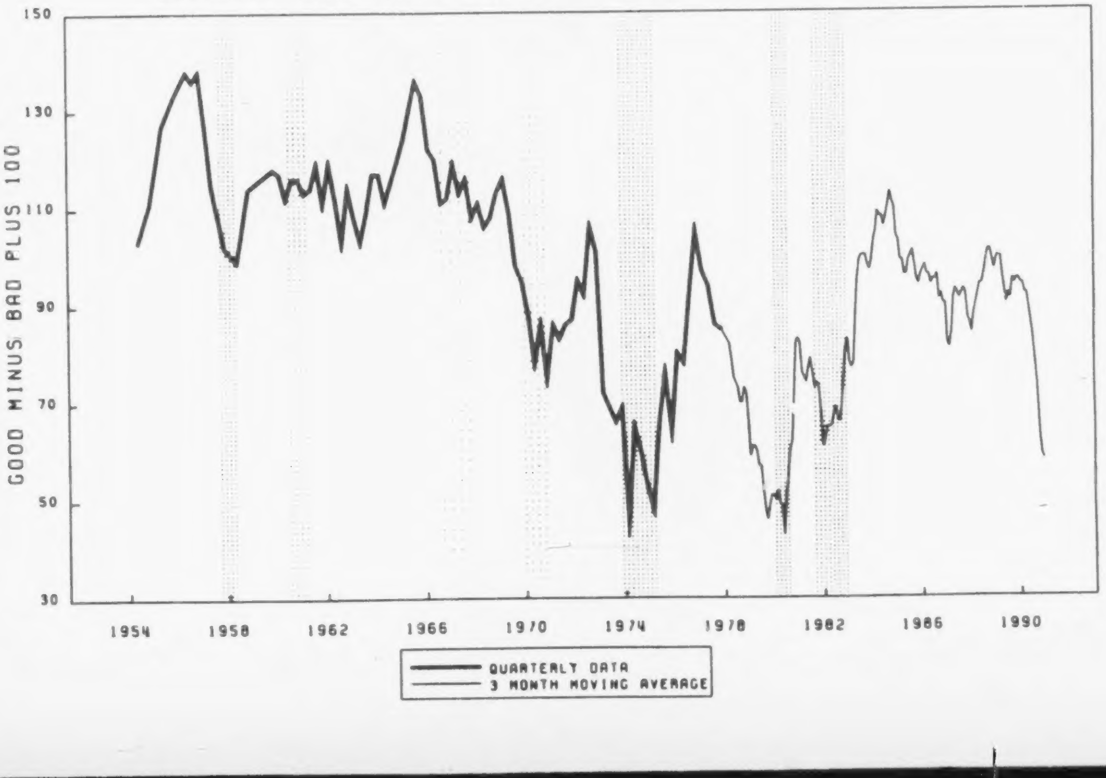


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIMES	39%	37%	36%	40%	39%	32%	31%	34%	24%	25%	19%	18%	24%
UNCERTAIN; GOOD & BAD	15	12	11	10	11	12	12	11	14	14	10	15	11
BAD TIMES	40	45	46	47	47	49	48	50	56	57	65	62	61
NOT ASCERTAINED	6	6	7	3	3	7	9	5	6	4	6	5	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

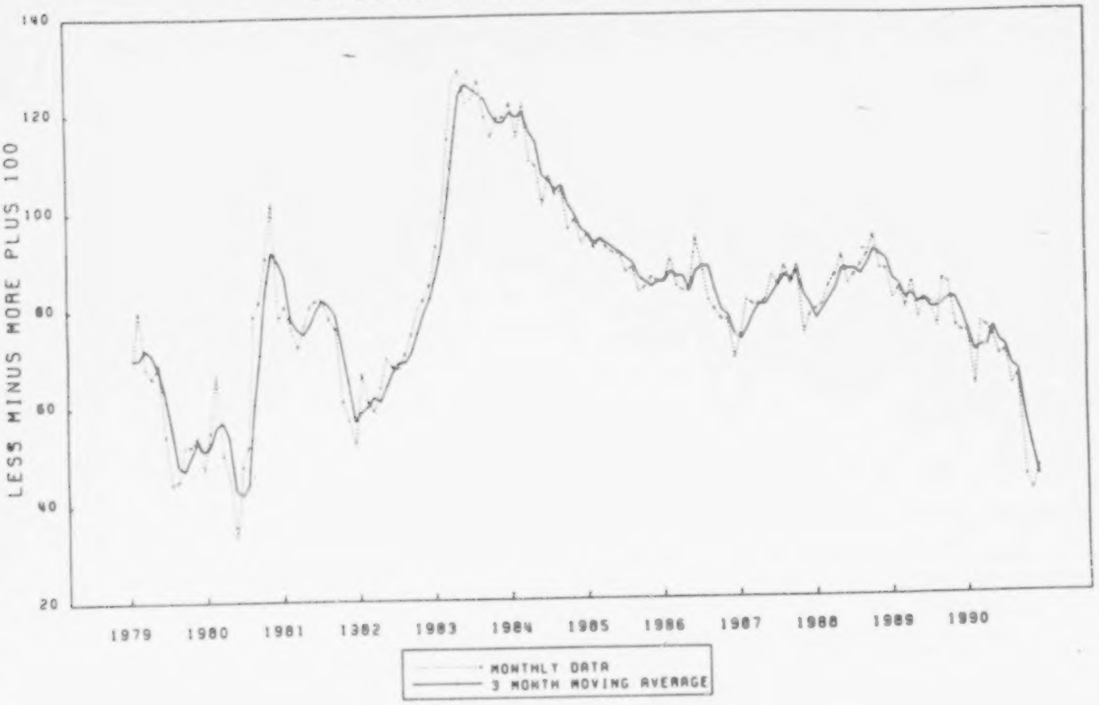


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

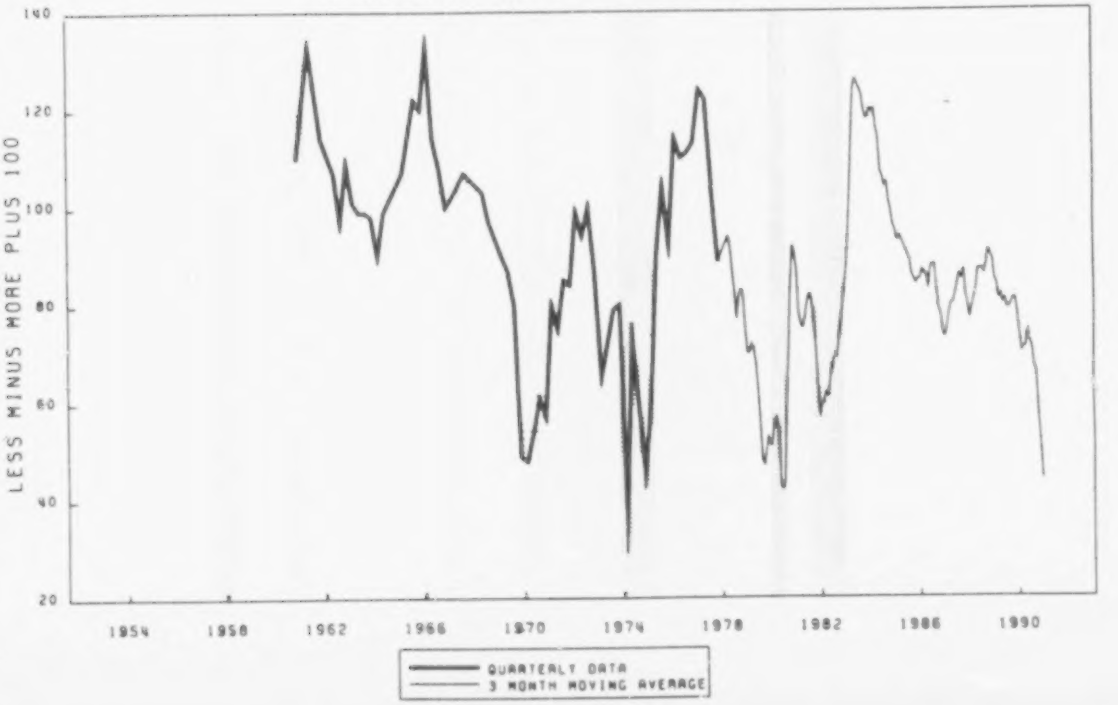


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
LESS	11%	10%	7%	10%	11%	10%	8%	7%	9%	9%	6%	5%	6%
SAME	51	52	48	55	52	52	52	54	44	45	30	30	34
MORE	37	36	44	34	36	37	39	37	46	44	62	64	60
DK,NA	1	2	1	1	1	1	1	2	1	2	2	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

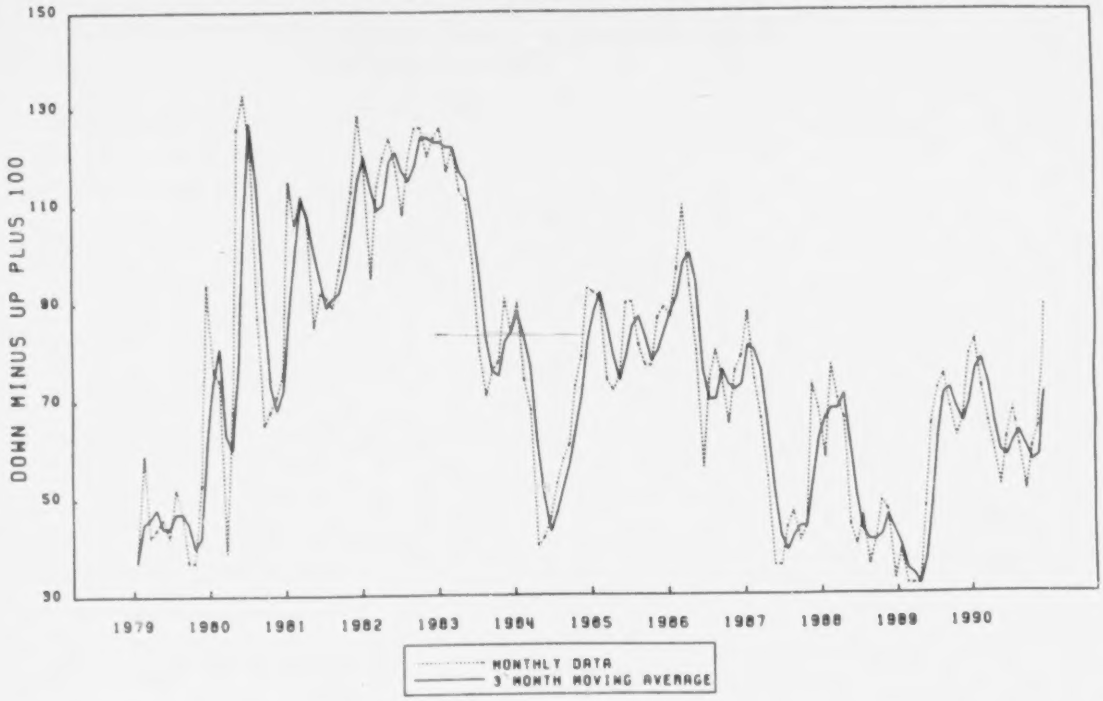


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

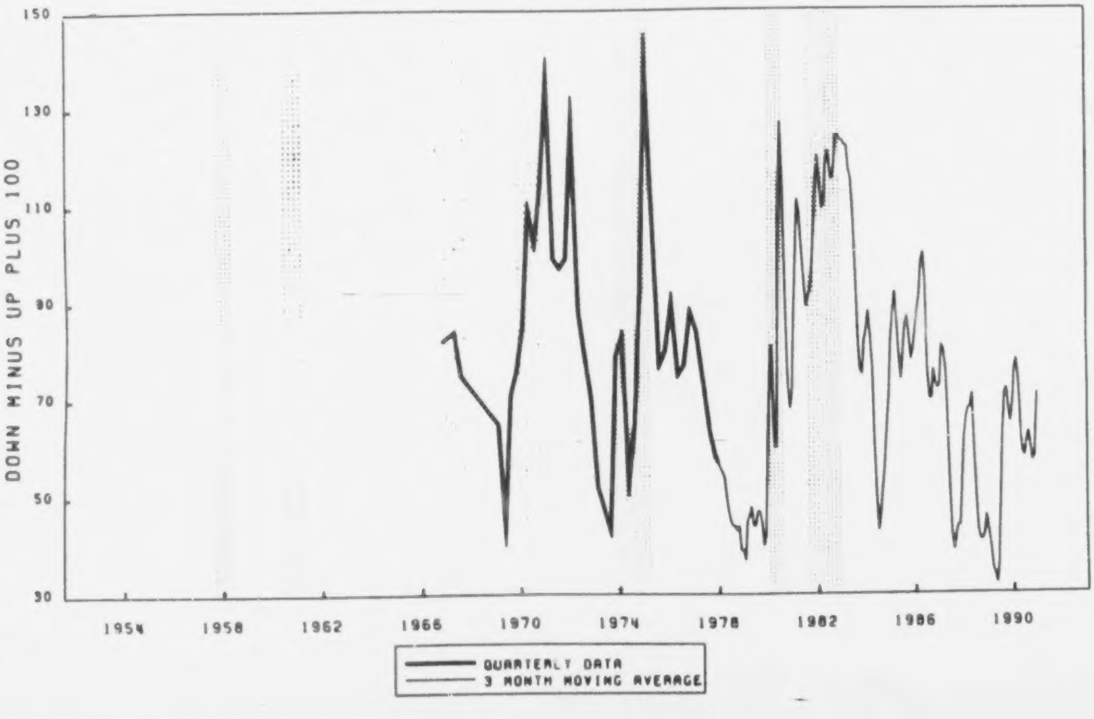


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GO UP	46%	45%	48%	51%	55%	58%	56%	50%	59%	63%	57%	57%	43%
STAY THE SAME	26	26	29	32	29	30	23	29	20	21	24	20	23
GO DOWN	25	27	20	16	14	10	18	18	19	14	17	21	32
DK,NA	3	2	3	1	2	2	3	3	2	2	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

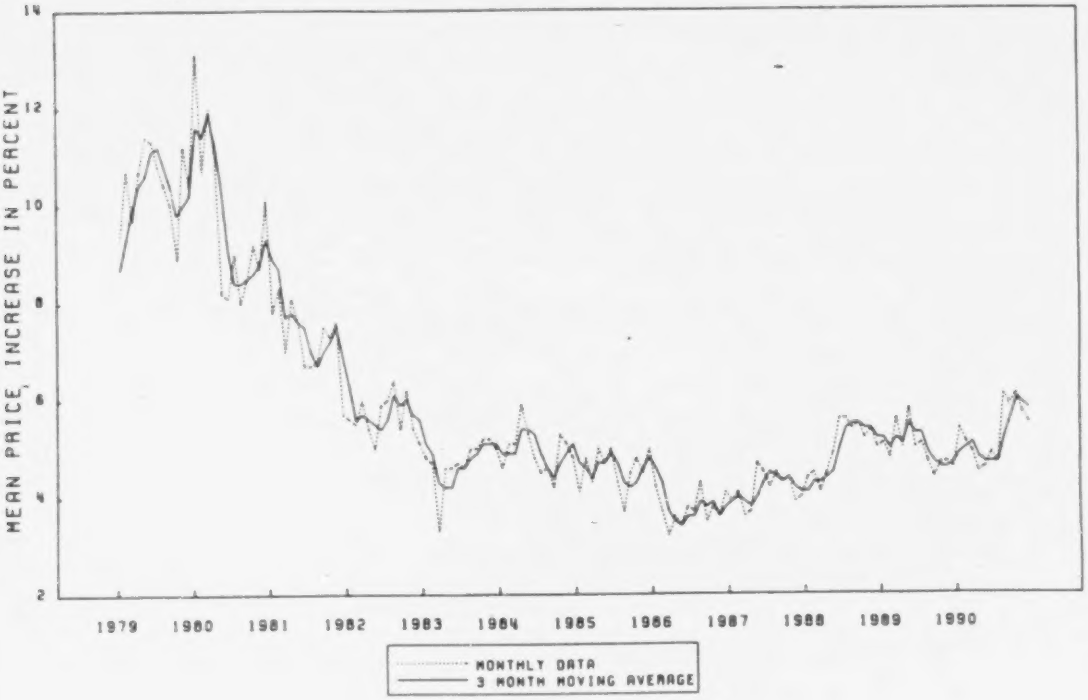


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

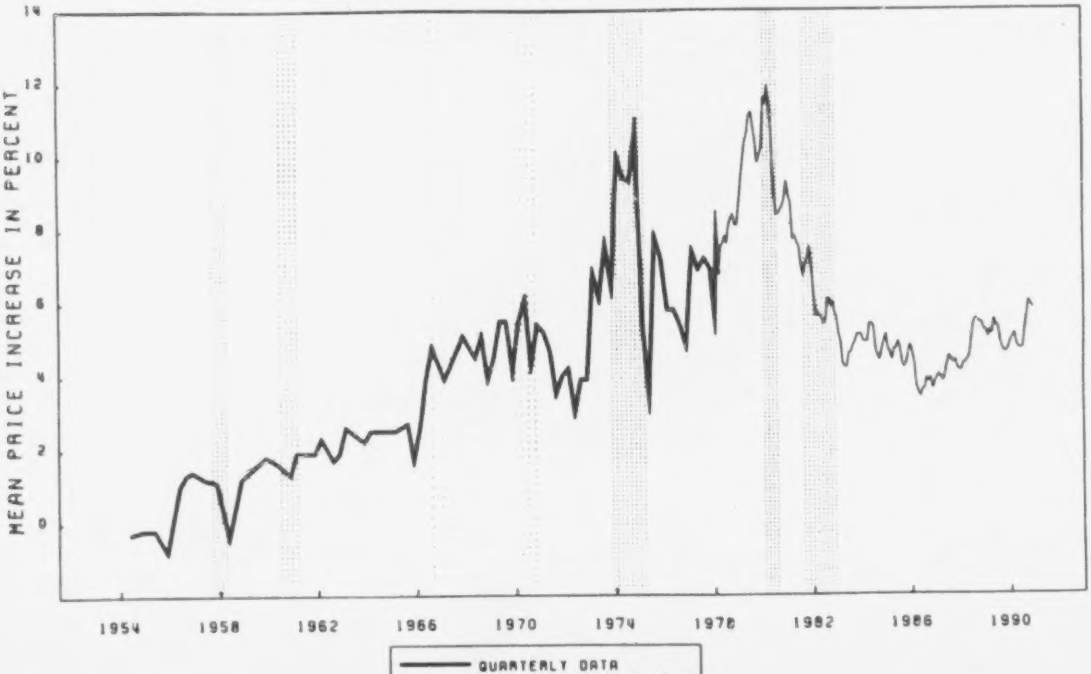


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
SAME OR DOWN	10%	11%	15%	11%	11%	11%	11%	11%	9%	9%	10%	14%	18%
WILL GO UP BY:													
1-2%	21	14	13	18	20	19	18	20	14	15	11	12	11
3-4%	21	24	23	24	24	22	25	24	23	19	18	19	16
5%	23	21	22	20	22	22	24	20	18	21	22	18	21
6-9%	10	8	10	8	7	9	7	6	13	13	13	13	12
10-14%	5	10	8	8	7	8	7	10	11	11	12	14	10
15% or more	5	5	4	5	4	3	4	3	8	7	7	6	7
DK how much up	5	5	5	6	5	6	3	6	4	5	6	4	5
DK,NA	*	2	*	*	*	*	1	*	*	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.6	5.4	5.1	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5
VARIANCE	28	49	45	38	26	30	37	29	48	46	43	43	52
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

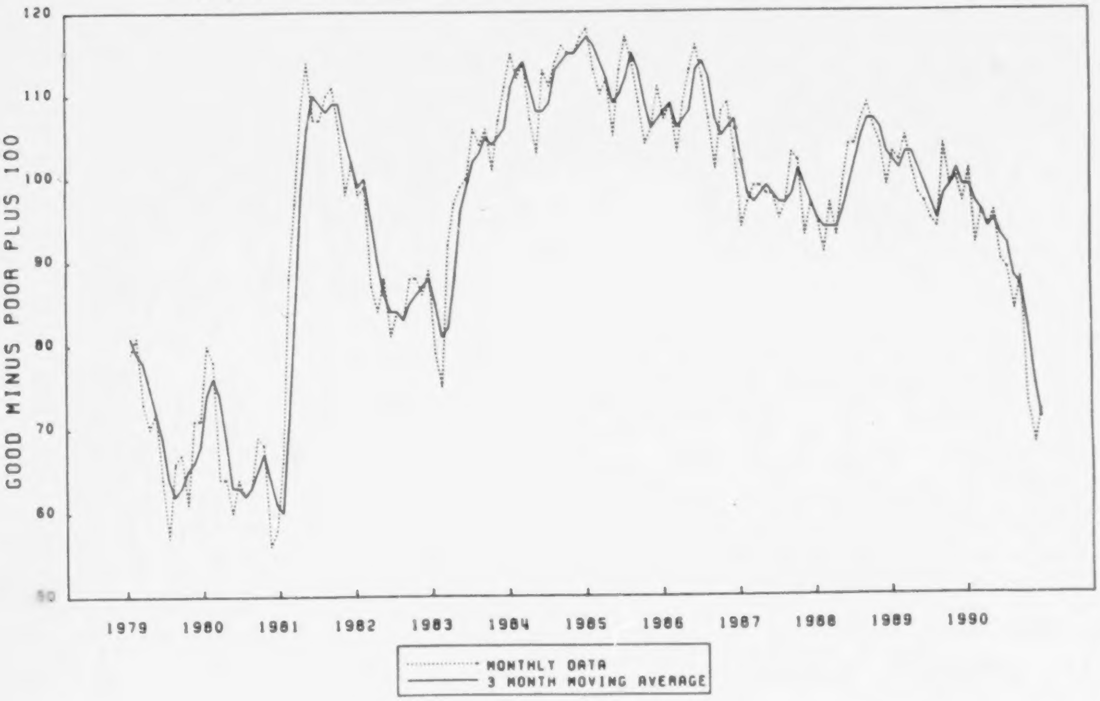


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

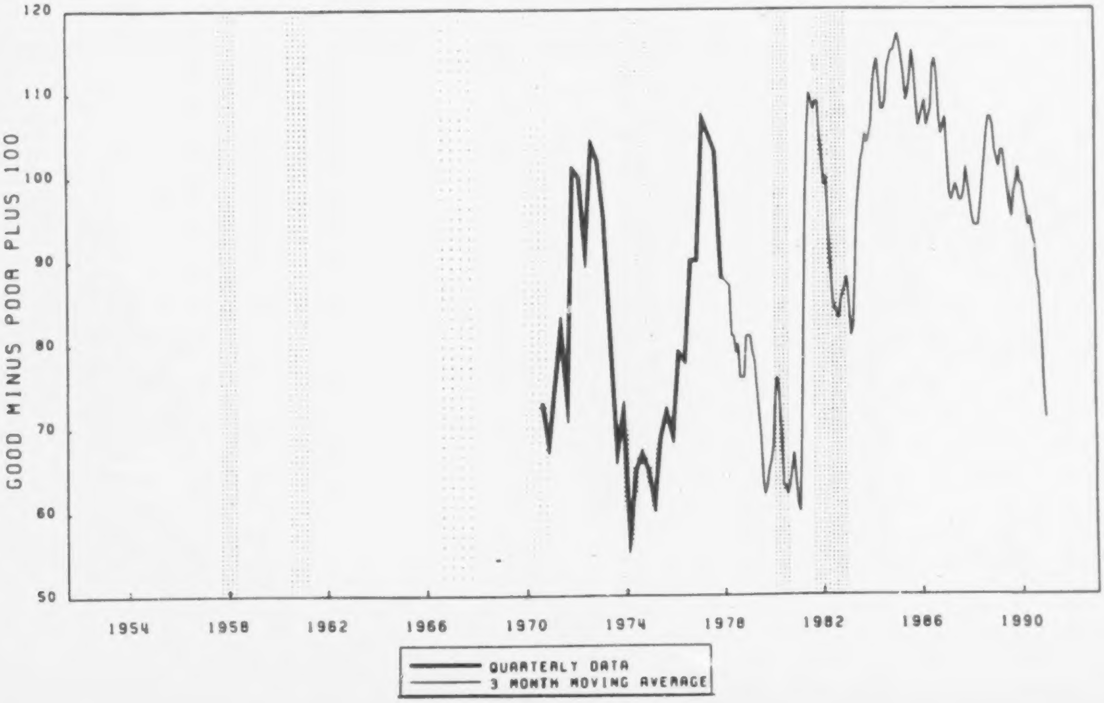


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
A GOOD JOB	20%	18%	17%	19%	17%	19%	16%	16%	15%	14%	11%	8%	10%
ONLY FAIR	55	63	57	56	59	55	56	56	52	59	49	49	50
A POOR JOB	23	17	25	23	23	23	26	27	31	26	38	40	38
DK,NA	2	2	1	2	1	3	2	1	2	1	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

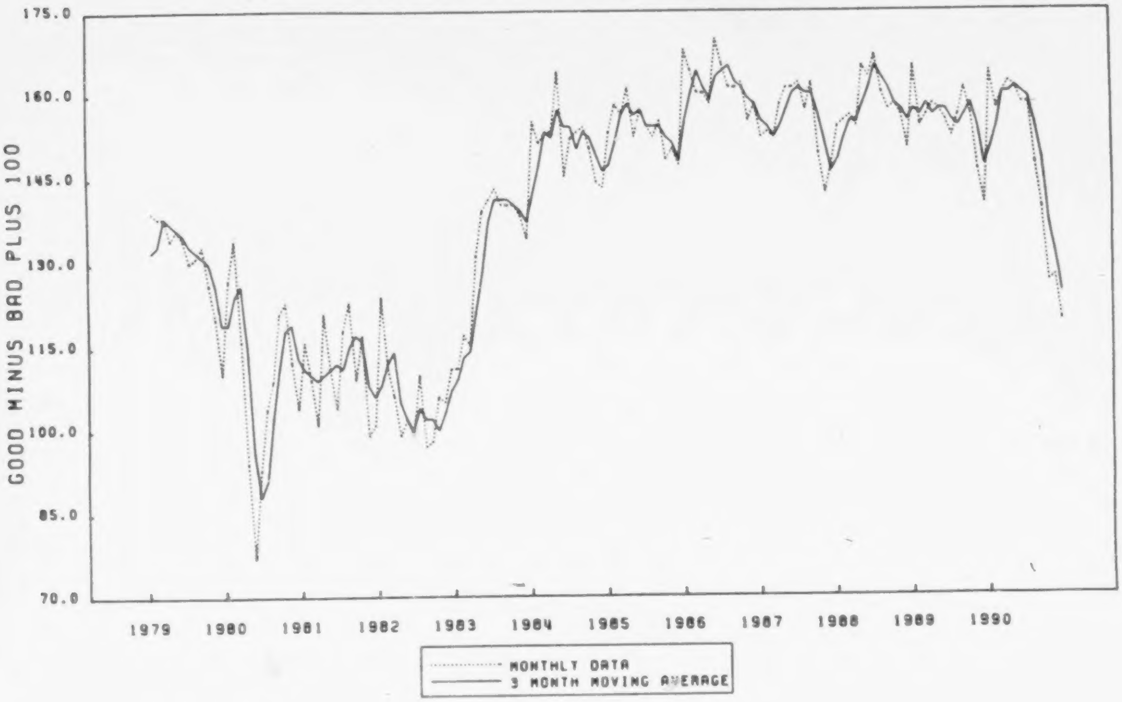


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

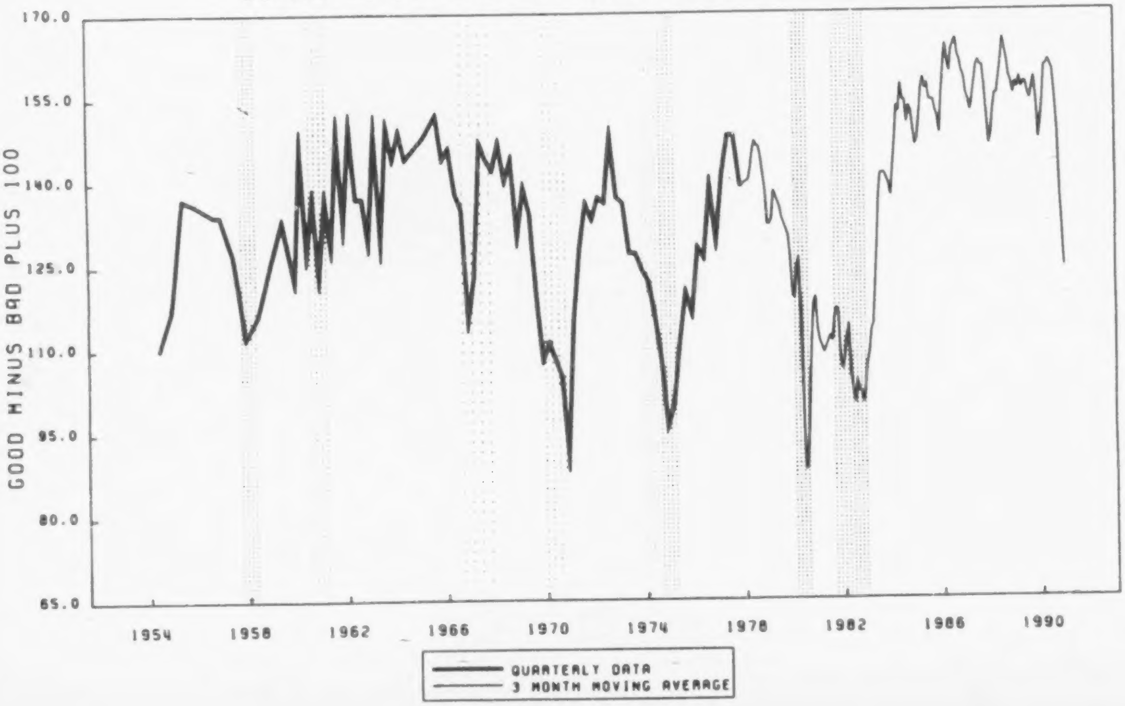


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY	65%	77%	74%	76%	78%	75%	75%	73%	69%	66%	58%	61%	55%
UNCERTAIN, DEPENDS	10	10	9	8	6	11	8	12	9	7	10	5	9
BAD TIME TO BUY	25	13	17	16	16	14	17	15	22	27	32	34	36
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

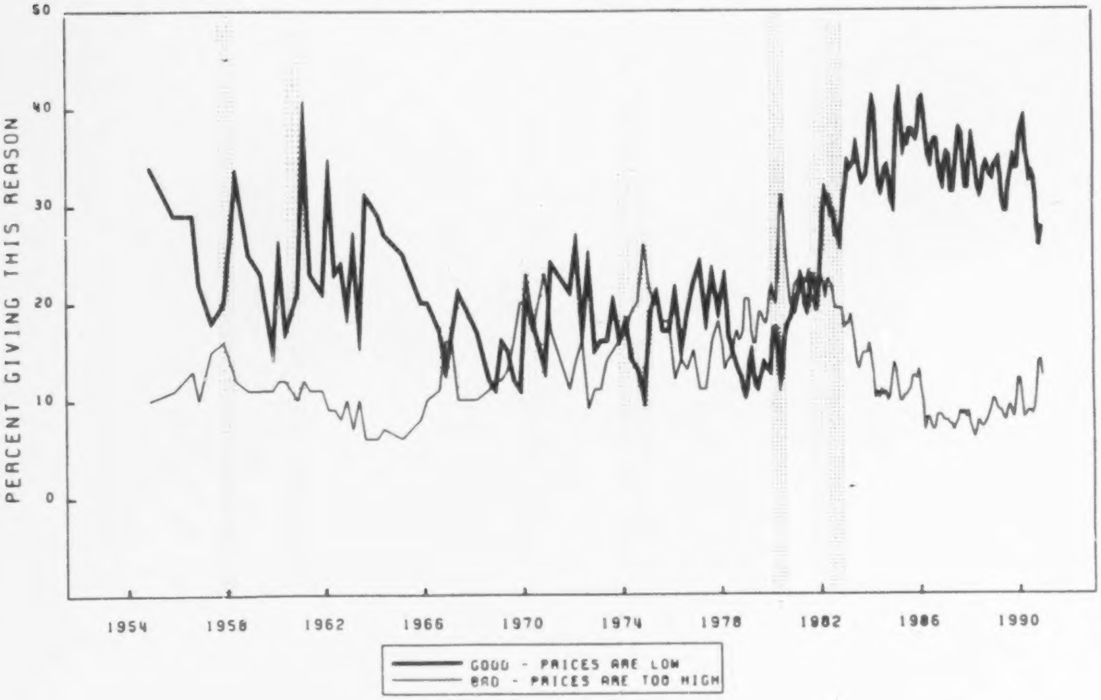


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

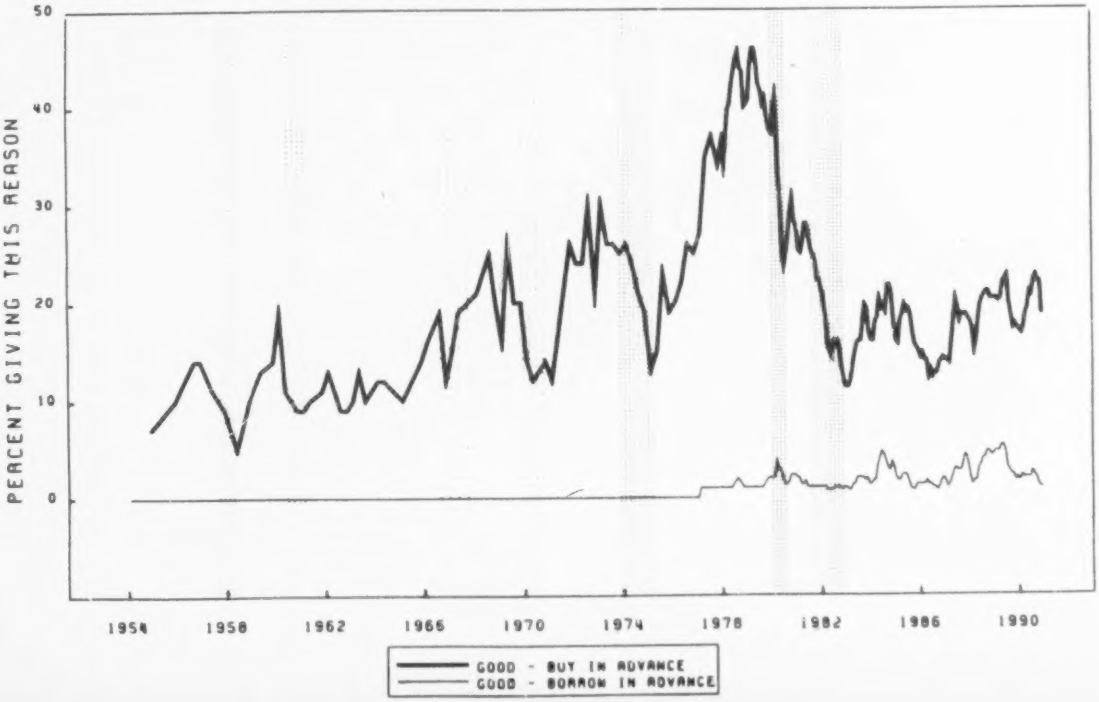


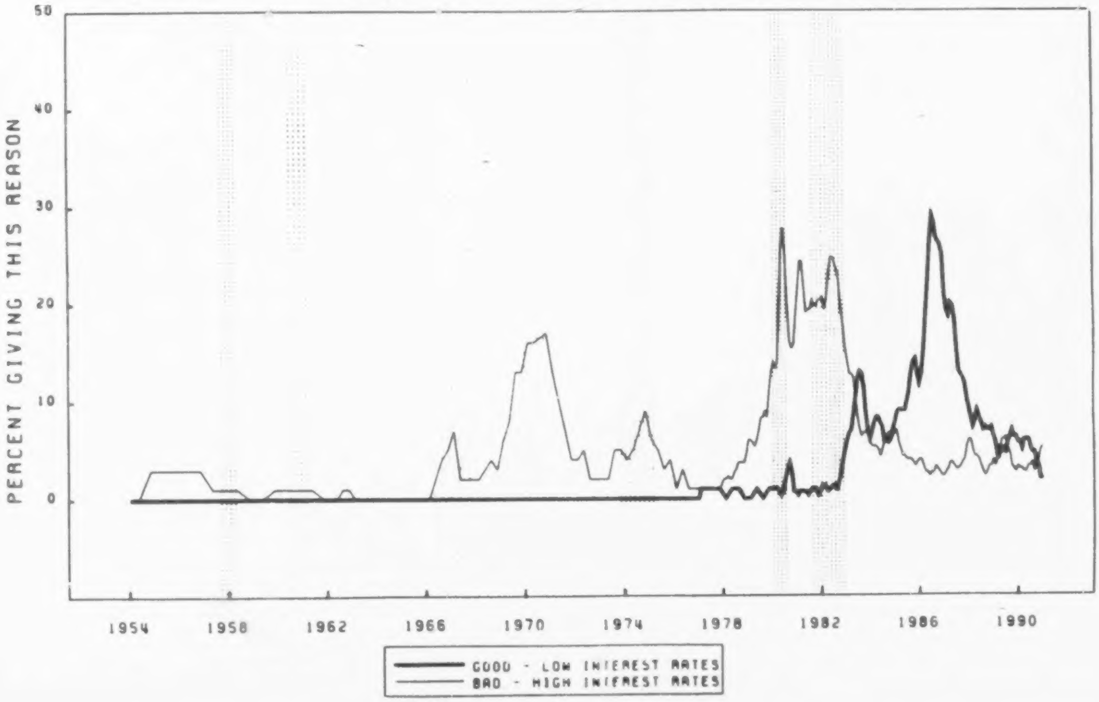
TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	34%	45%	35%	36%	35%	32%	31%	37%	30%	26%	26%	27%	30%
Prices won't come down; are going higher	16	18	16	18	22	18	23	21	23	24	19	23	14
Interest rates are low	5	5	5	8	5	5	6	3	5	3	2	1	3
Borrow-in-advance of rising interest rates	3	1	3	2	1	3	2	3	2	1	1	1	1
Times are good; prosperity	3	4	4	8	4	5	4	3	3	2	2	1	2
BAD TIME TO BUY:													
Prices are high	14	8	8	8	9	9	8	8	11	14	16	12	9
Interest rates are high; credit is tight	4	2	3	3	2	5	3	3	2	5	5	5	6
Times are bad; can't afford to buy	5	2	6	5	4	2	5	3	5	7	8	8	11
Bad times ahead; uncertain future	3	2	2	3	1	3	2	3	7	8	11	13	17

Responses to the query: "Why do you say so?" following the question on Table 21.

CHART 22C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES



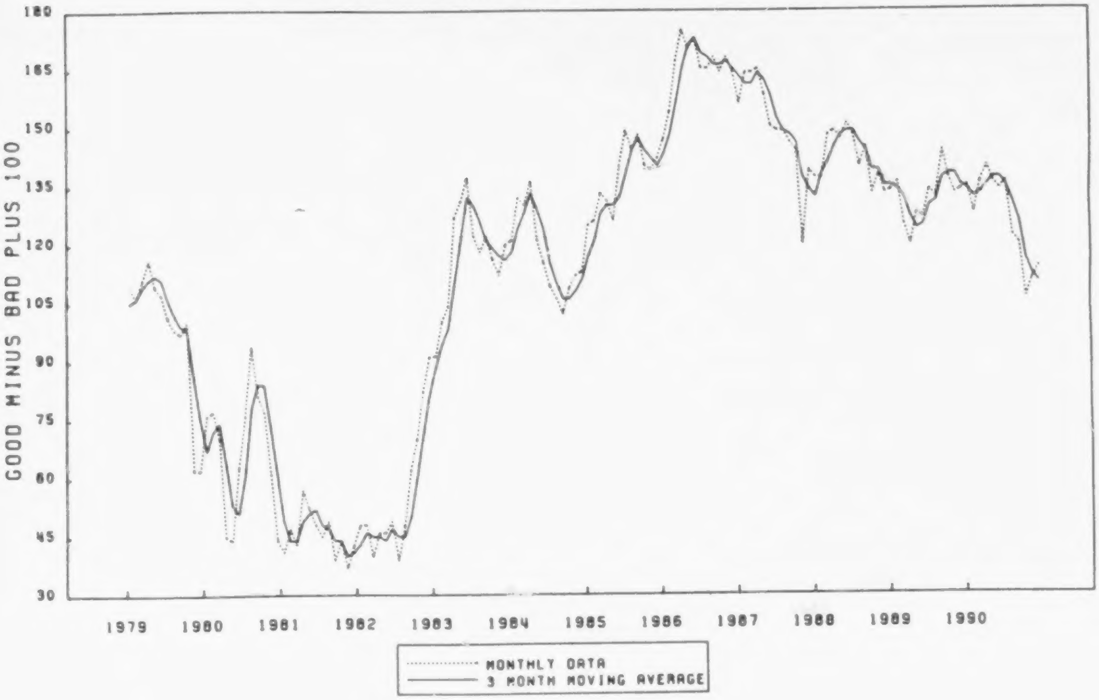


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

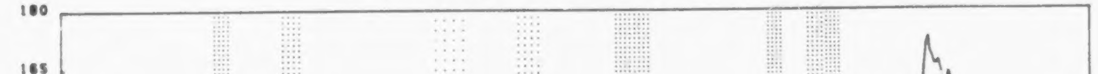


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

TABLE 23

BUYING CONDITIONS FOR HOUSES

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY	64%	64%	62%	66%	68%	66%	65%	66%	59%	58%	50%	54%	55%
UNCERTAIN, DEPENDS	6	7	4	4	4	4	4	4	4	4	6	3	4
BAD TIME TO BUY	30	29	34	30	28	30	31	30	37	38	44	43	41
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

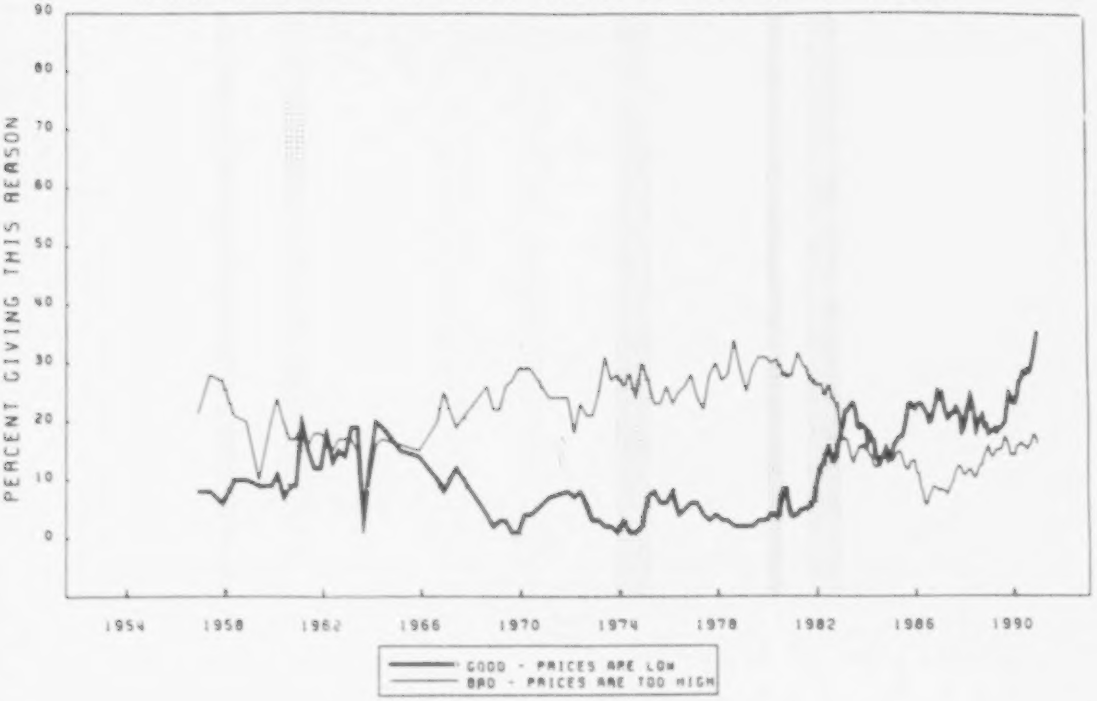


CHART 24B - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

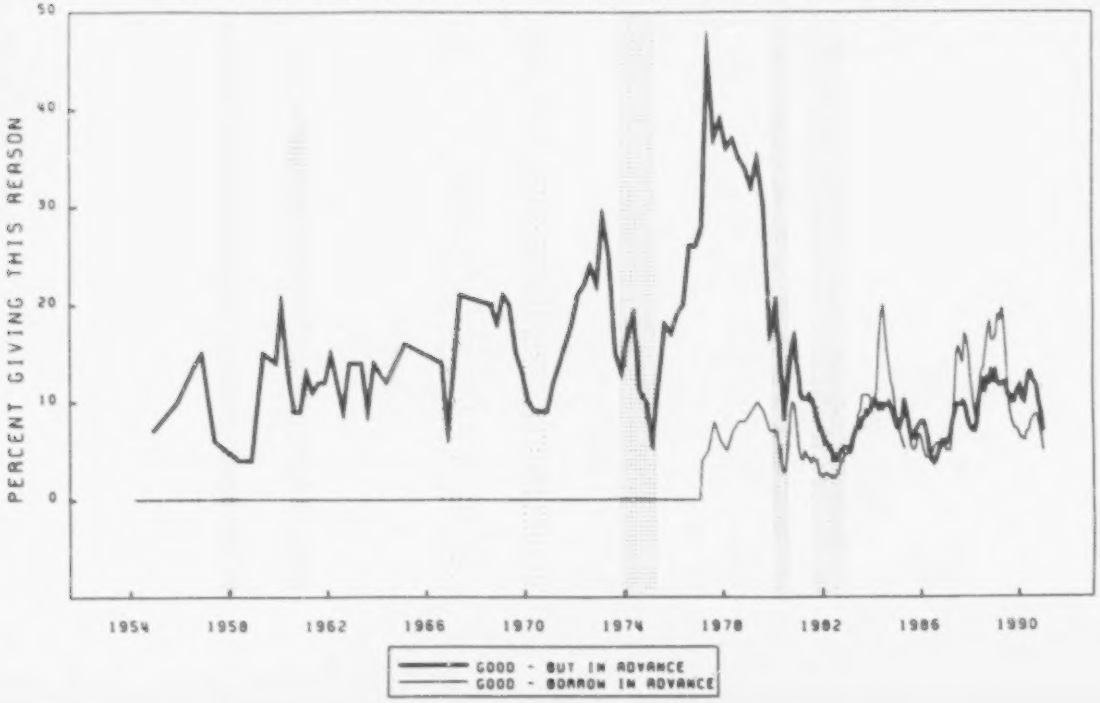


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	22%	26%	25%	29%	27%	29%	28%	29%	28%	30%	34%	34%	38%
Prices won't come down; are going higher	12	10	9	11	14	13	12	12	12	11	7	9	5
Interest rates are low	26	31	25	28	25	17	24	24	21	15	11	13	17
Borrow-in-advance of rising interest rates	7	4	8	6	7	8	9	8	9	9	6	5	4
Good investment	8	8	6	6	9	7	9	6	5	7	3	6	3
Times are good; prosperity	3	2	3	4	5	4	1	2	2	1	1	1	1
BAD TIME TO BUY:													
Prices are high	15	14	18	15	16	16	15	14	18	17	18	17	13
Interest rates are high; credit is tight	17	13	18	18	14	14	19	19	20	22	22	20	20
Times are bad; can't afford to buy	6	6	8	5	7	6	4	4	8	7	10	10	10
Bad times ahead; uncertain future	3	4	2	4	1	2	5	1	6	4	12	12	11

Responses to the query: "Why do you say so?" following the question on Table 23.

CHART 24C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

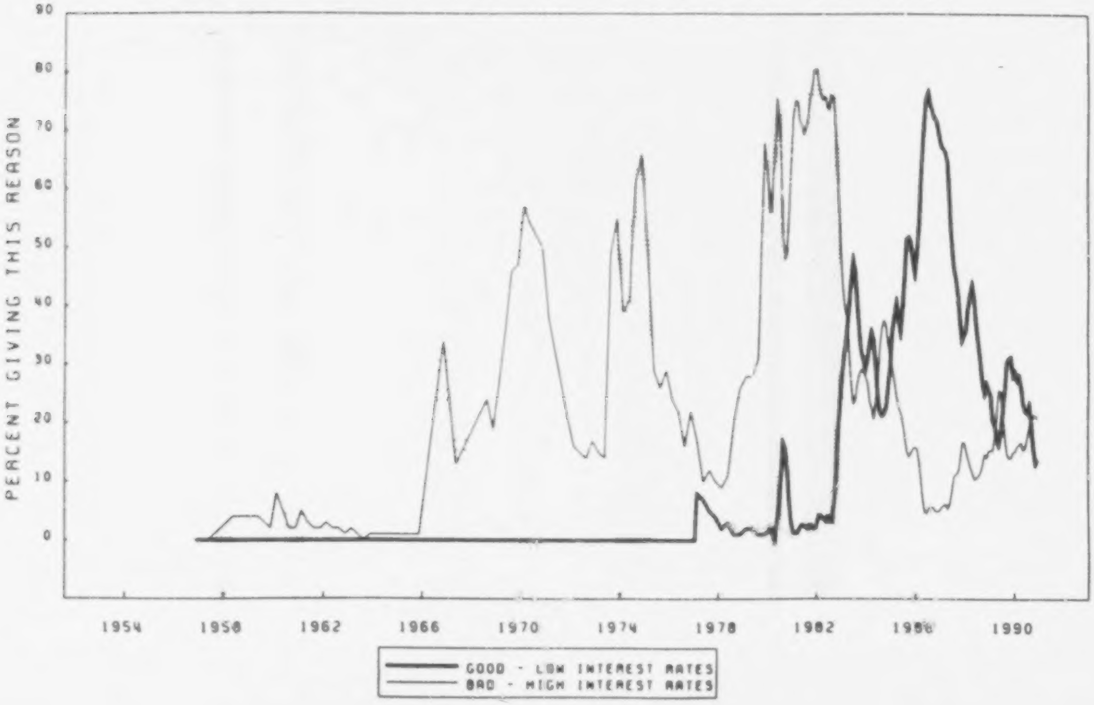


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

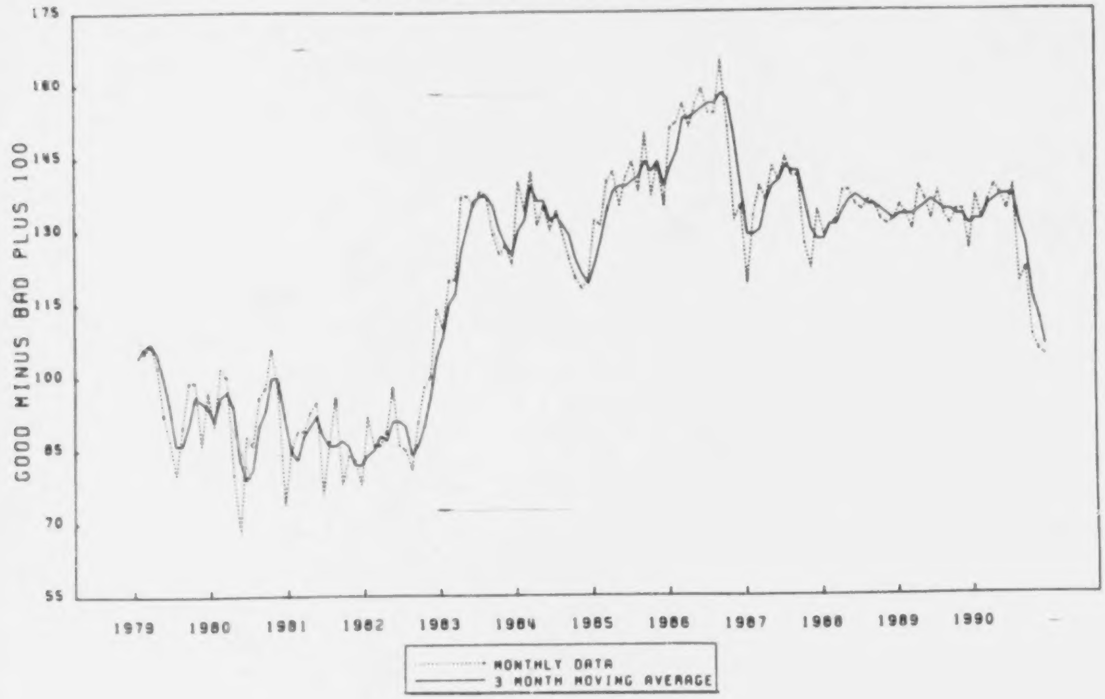


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

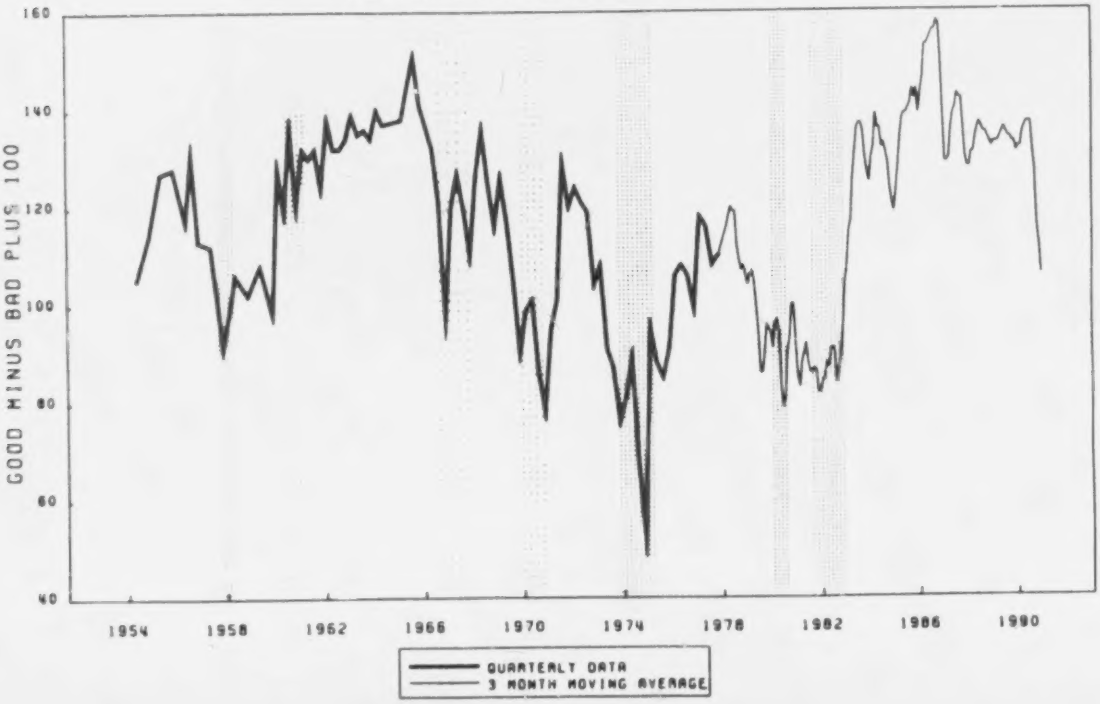


TABLE 25

BUYING CONDITIONS FOR CARS

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY	58%	63%	63%	65%	66%	64%	63%	65%	57%	59%	50%	50%	47%
UNCERTAIN; DEPENDS	10	11	6	6	7	9	8	9	5	4	8	5	10
BAD TIME TO BUY	32	26	31	29	27	27	29	26	38	37	42	45	43
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	511	503	504	504	500	500	500	502	503	501	504

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

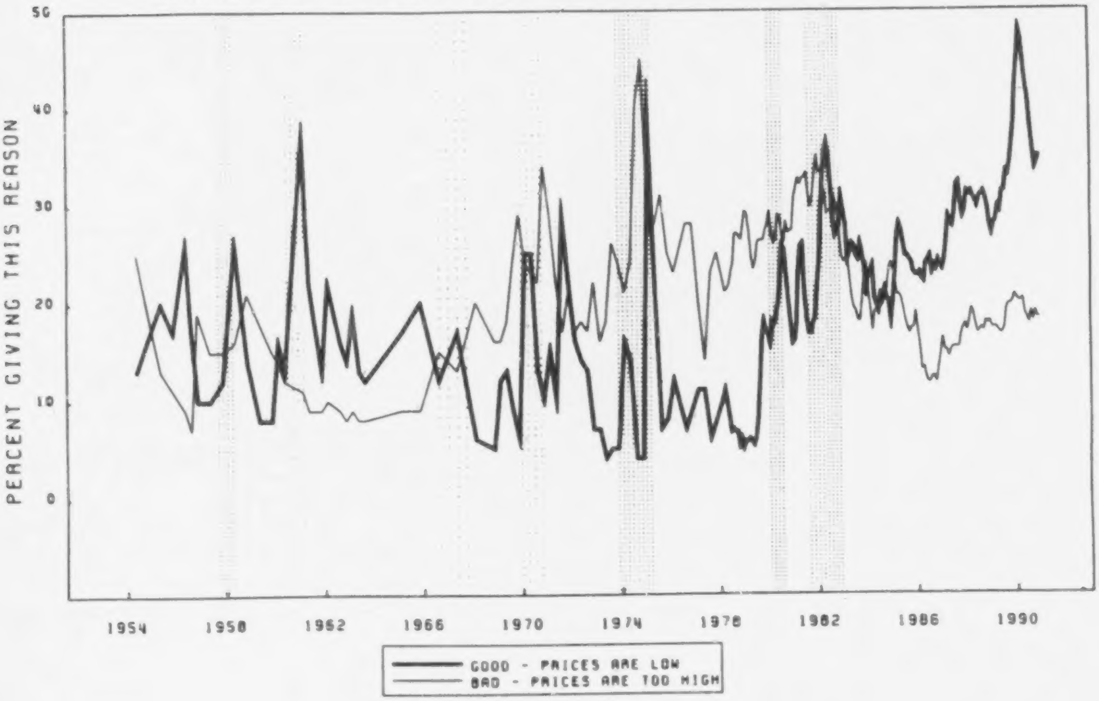


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

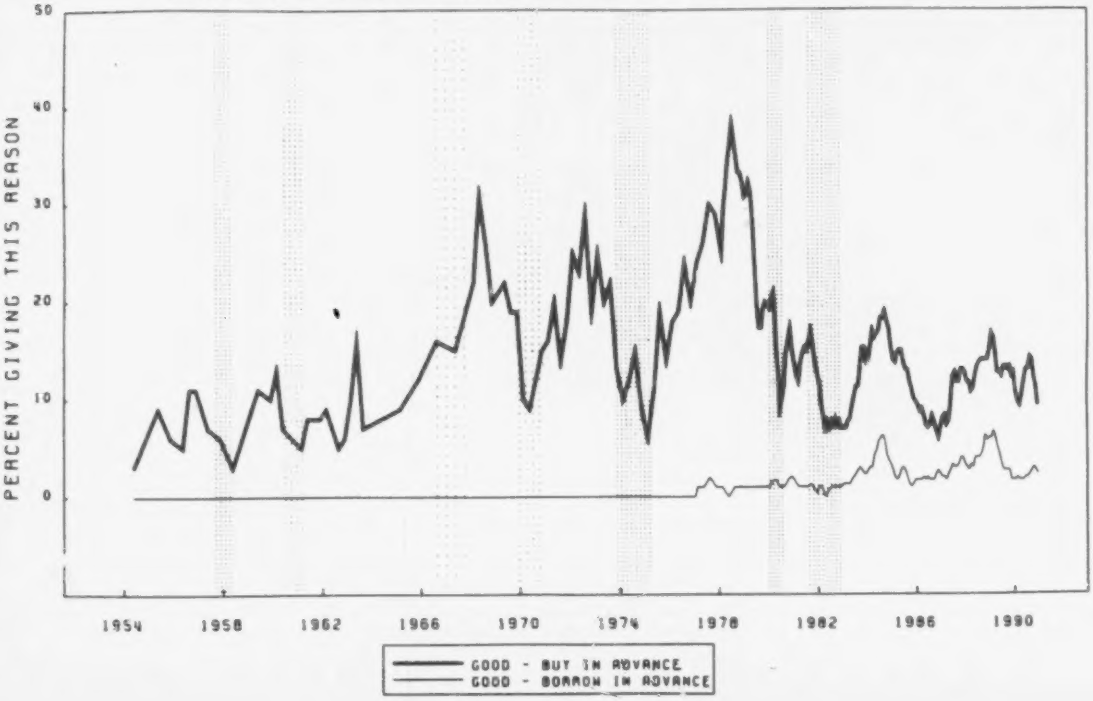
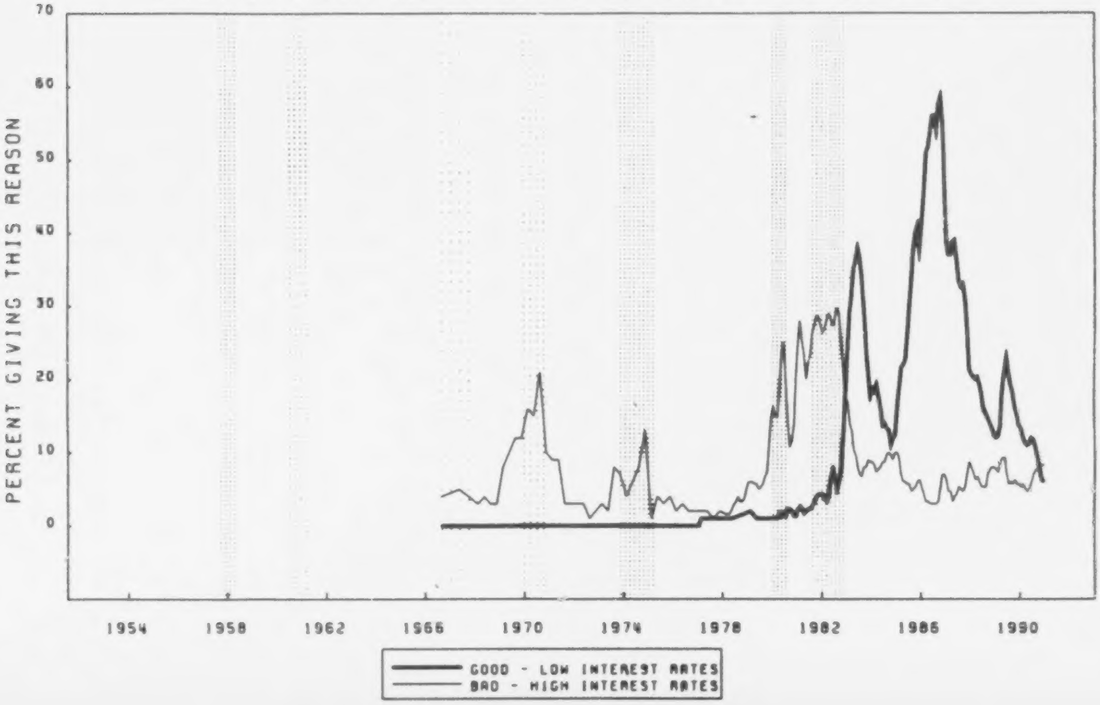


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Dec. 1989	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990
GOOD TIME TO BUY:													
Prices are low; good buys available	38%	48%	48%	48%	45%	41%	41%	41%	32%	34%	35%	34%	36%
Prices won't come down; are going higher	11	10	8	10	13	12	14	13	16	13	8	13	7
Interest rates are low	13	12	11	11	11	12	13	10	9	9	5	5	8
Borrow-in-advance of rising interest rates	2	2	2	1	2	2	2	2	3	3	3	2	2
Times are good; prosperity	1	2	2	2	2	1	2	2	1	1	1	1	1
New fuel efficient models	*	*	*	1	1	1	*	*	1	4	2	1	1
BAD TIME TO BUY:													
Prices are high	21	17	22	21	18	17	20	16	21	17	19	19	17
Interest rates are high; credit is tight	6	5	6	4	4	7	7	7	9	7	8	10	7
Times are bad; can't afford to buy	4	2	4	4	4	2	3	5	3	4	8	6	7
Bad times ahead; uncertain future	1	2	2	2	2	2	3	1	6	5	10	10	13
Price of gas; shortages	*	*	*	*	*	*	1	*	5	10	12	7	7
Poor selection; quality	4	3	3	4	2	3	4	3	3	3	4	4	2

Responses to the query: "Why do you say so?" following the question on Table 25.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

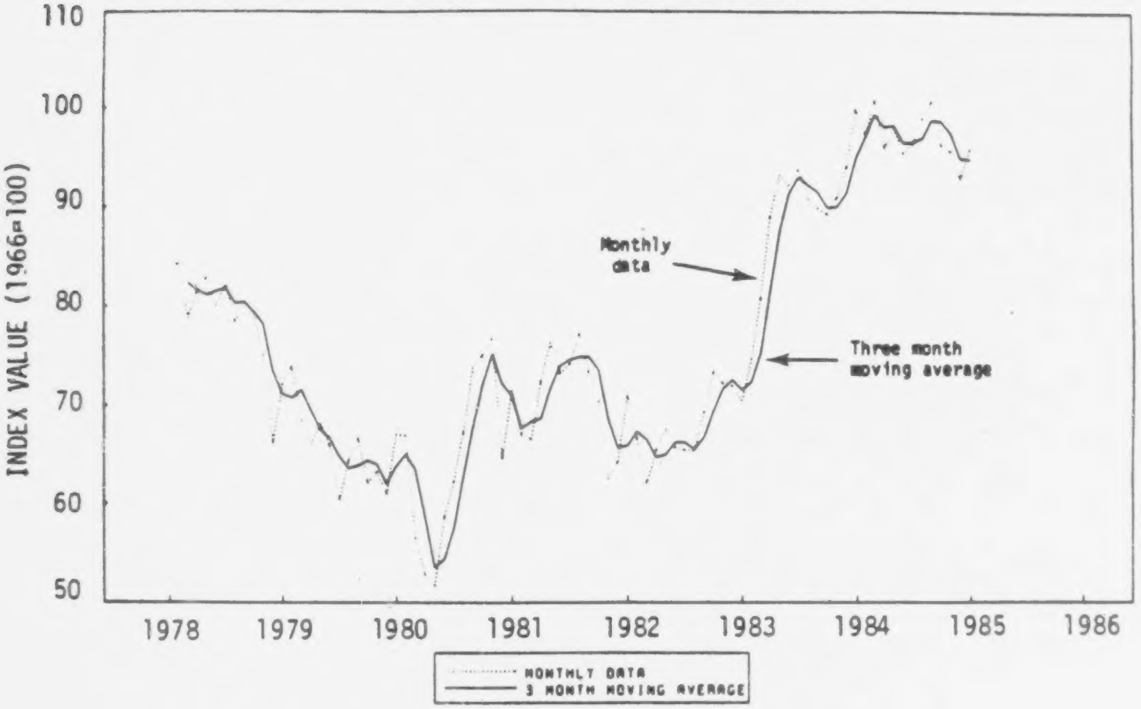
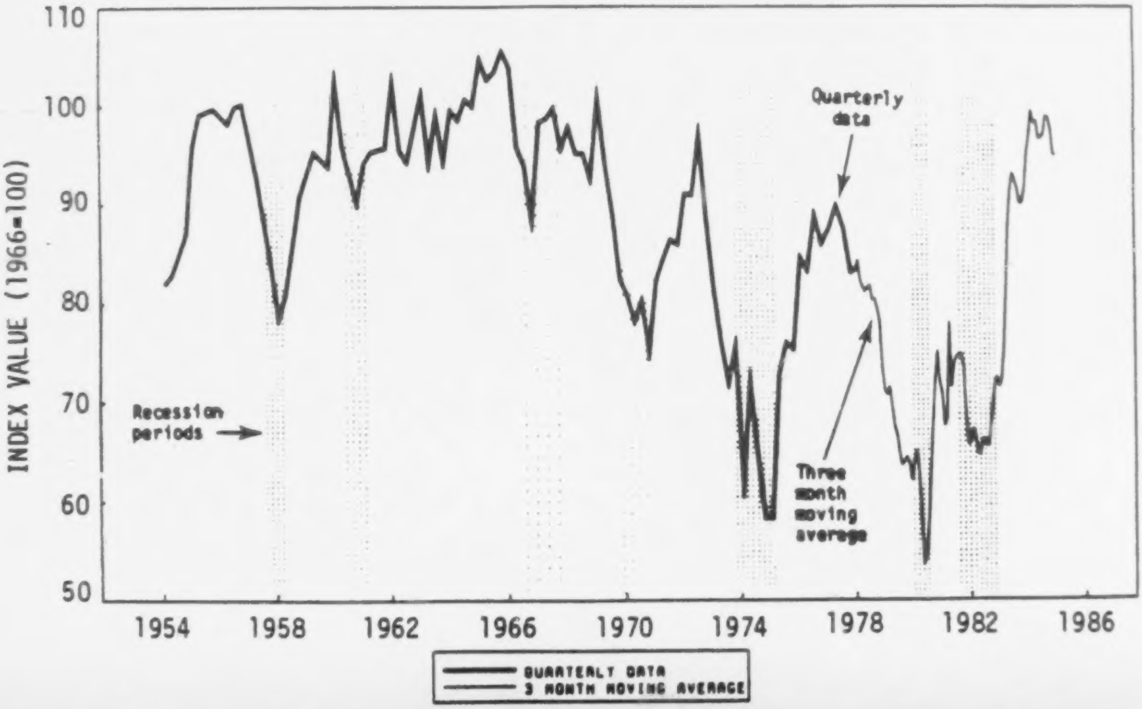


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 - October	1949
July	1953 - May	1954
August	1957 - April	1958
April	1960 - February	1961
June	1966 - November	1967*
December	1969 - November	1970
November	1973 - March	1975
January	1980 - July	1980
July	1981 - November	1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

SURVEYS OF CONSUMERS

JANUARY 1991

The January 1991 survey was the 270th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

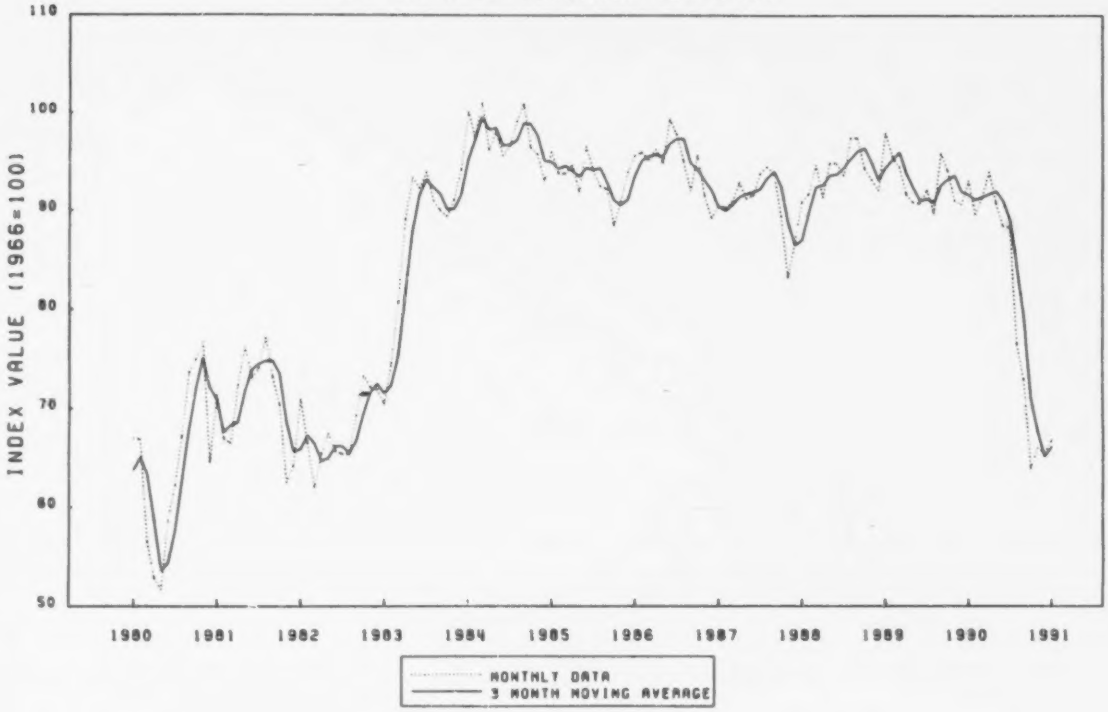


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

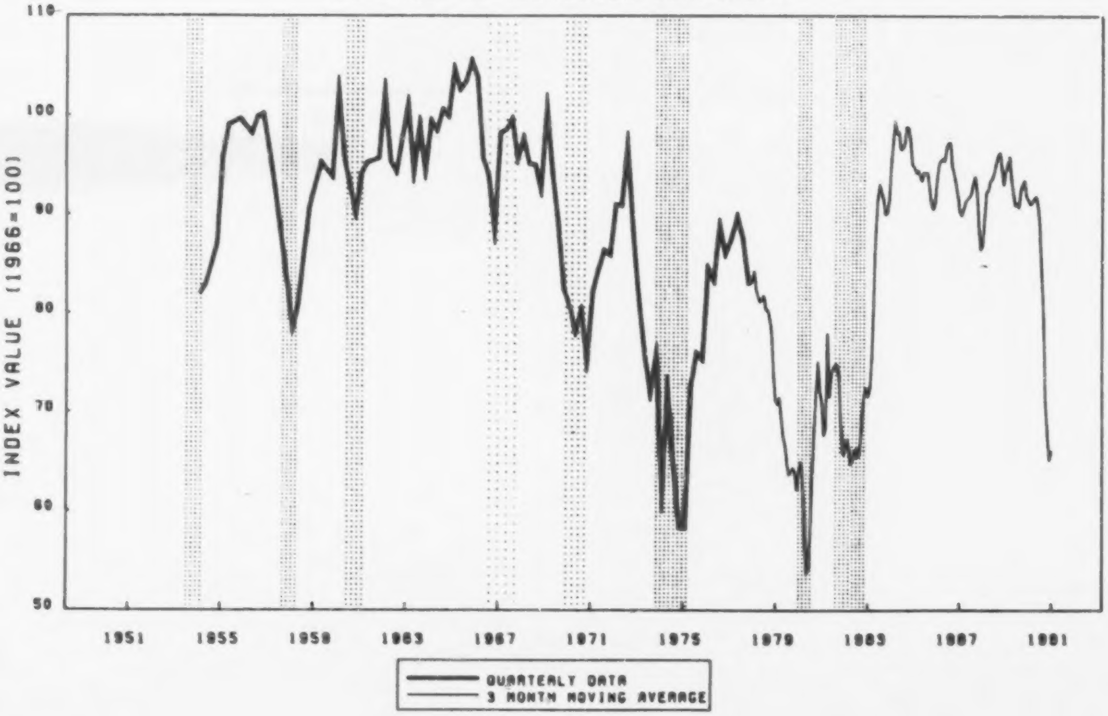


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
January	1988	90.8	99.0	99.9
February	1988	91.6	98.1	100.8
March	1988	94.6	103.7	104.6
April	1988	91.2	99.1	99.6
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

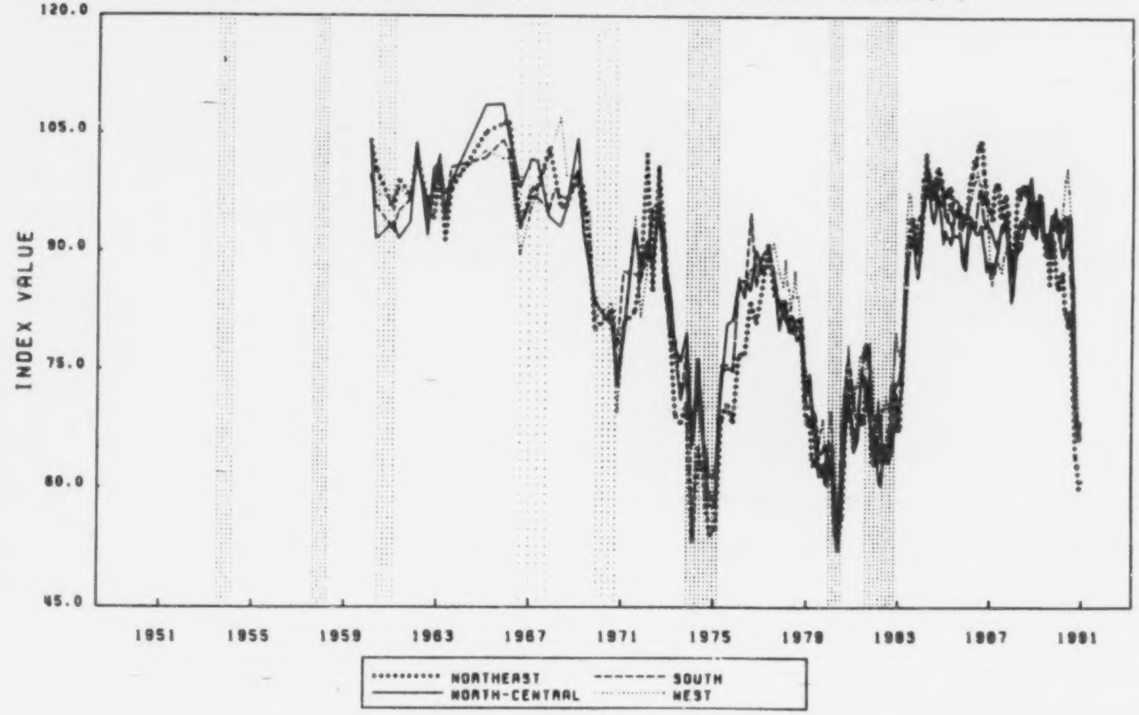


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

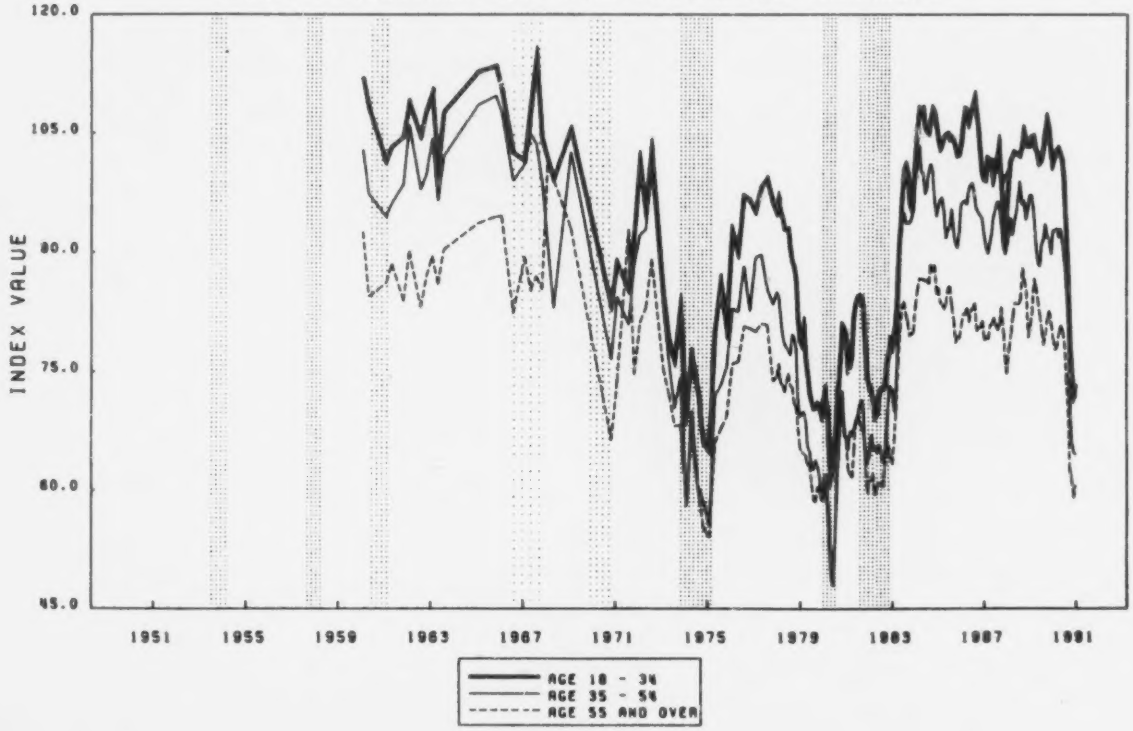


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
January 1988	99.8	91.3	87.6	88.5	98.3	93.6	80.1
February 1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March 1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April 1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May 1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June 1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July 1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August 1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October 1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November 1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December 1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January 1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February 1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March 1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April 1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May 1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June 1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July 1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August 1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September 1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October 1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November 1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December 1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January 1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

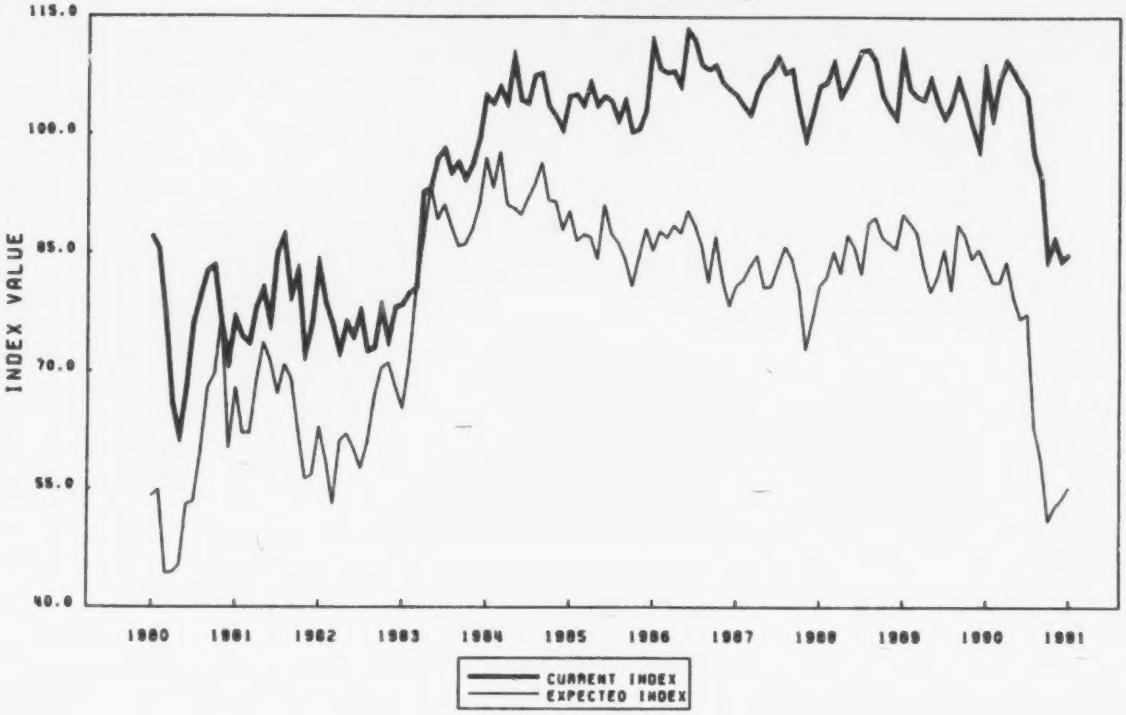


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

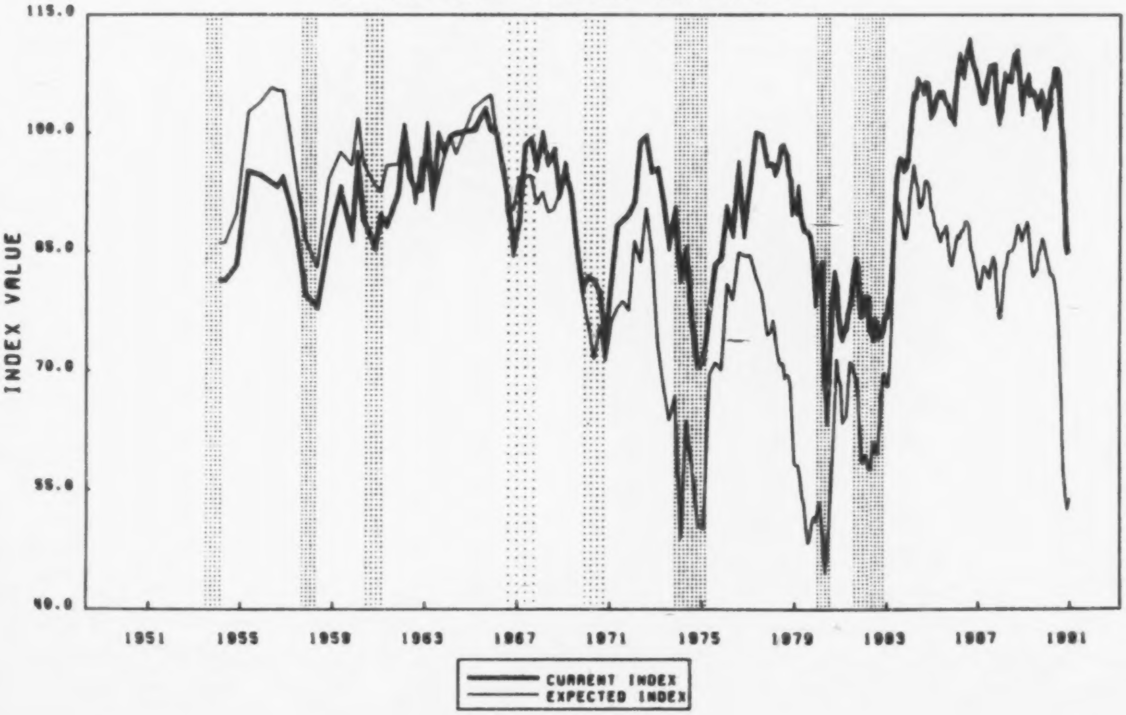


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

INDEX COMPONENTS +

	Personal finances		Business conditions				
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
January 1988	122	131	110	84	154	106.2	80.9
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7
January 1991	104	118	46	55	115	84.9	55.2

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

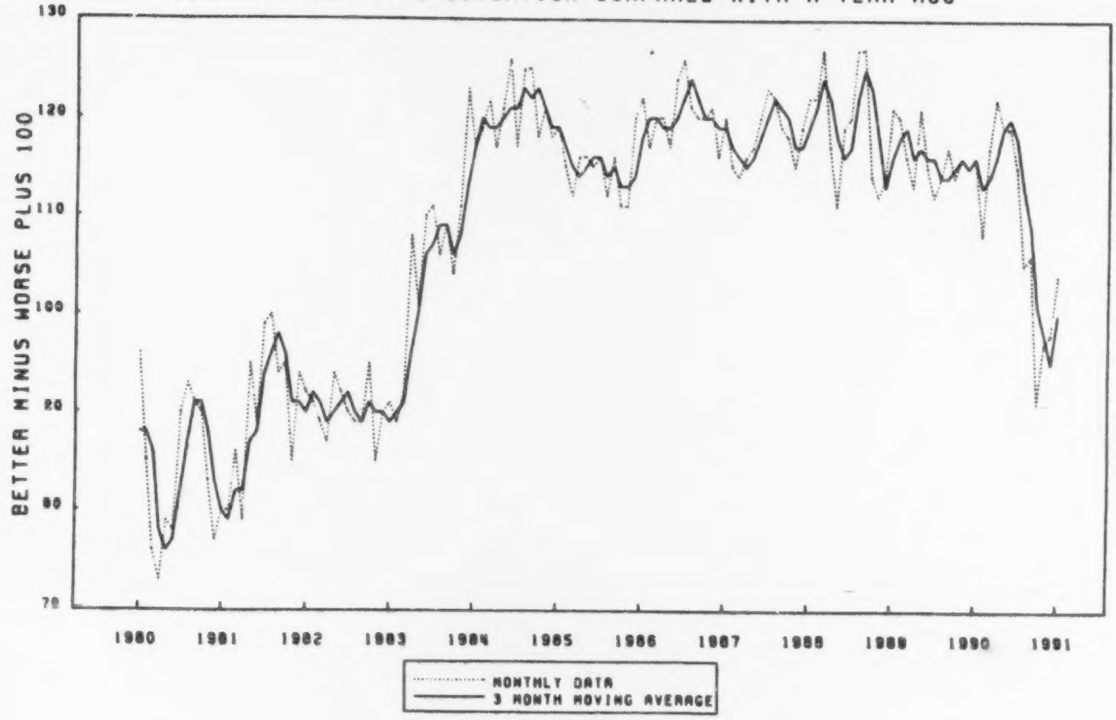


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

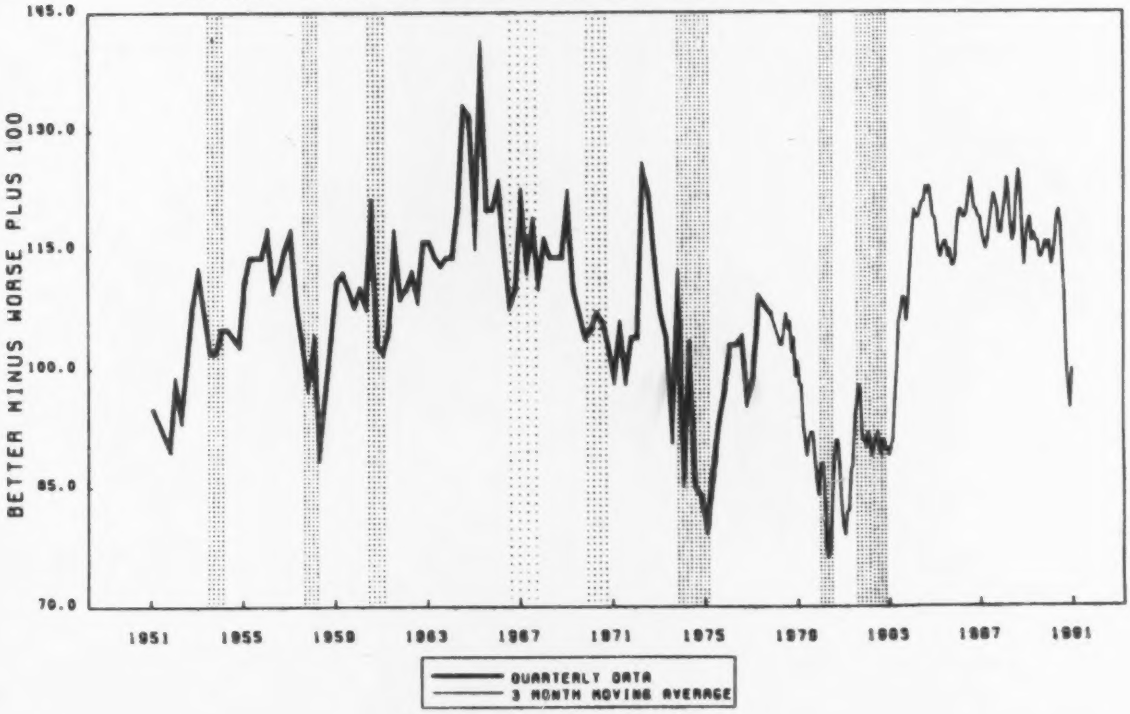


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
BETTER OFF	43%	38%	43%	46%	43%	43%	43%	36%	36%	30%	35%	33%	34%
SAME	30	32	30	29	33	33	29	33	34	31	27	32	35
WORSE OFF	27	30	26	24	24	24	28	31	30	39	38	35	30
DK,NA	*	*	1	1	*	*	*	*	*	*	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

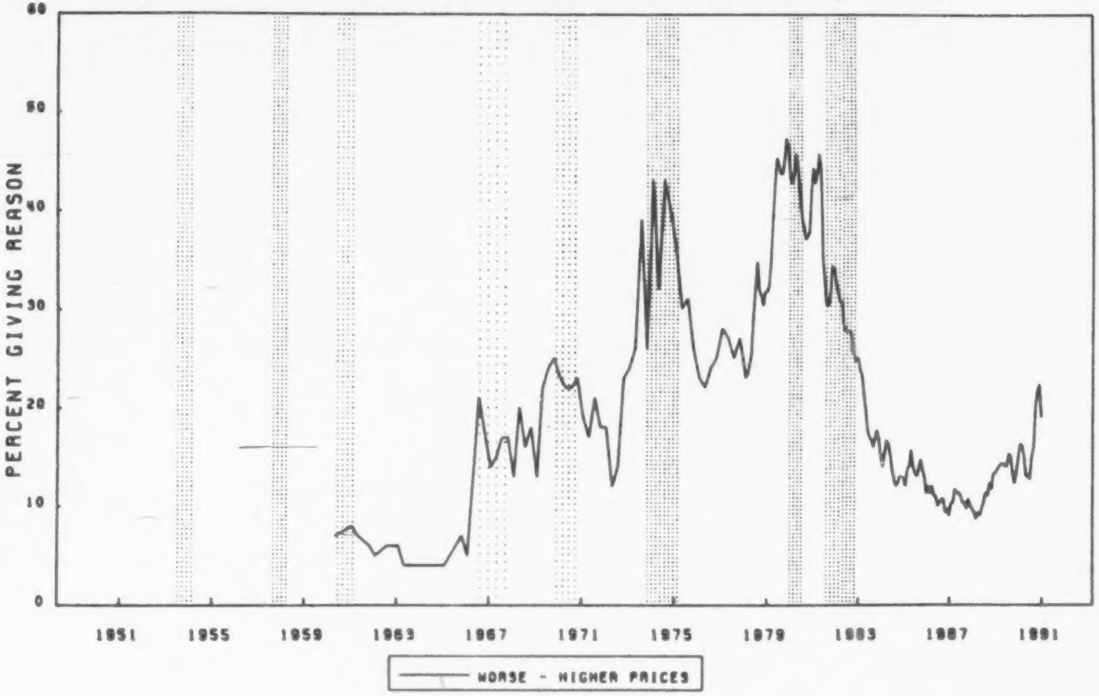


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

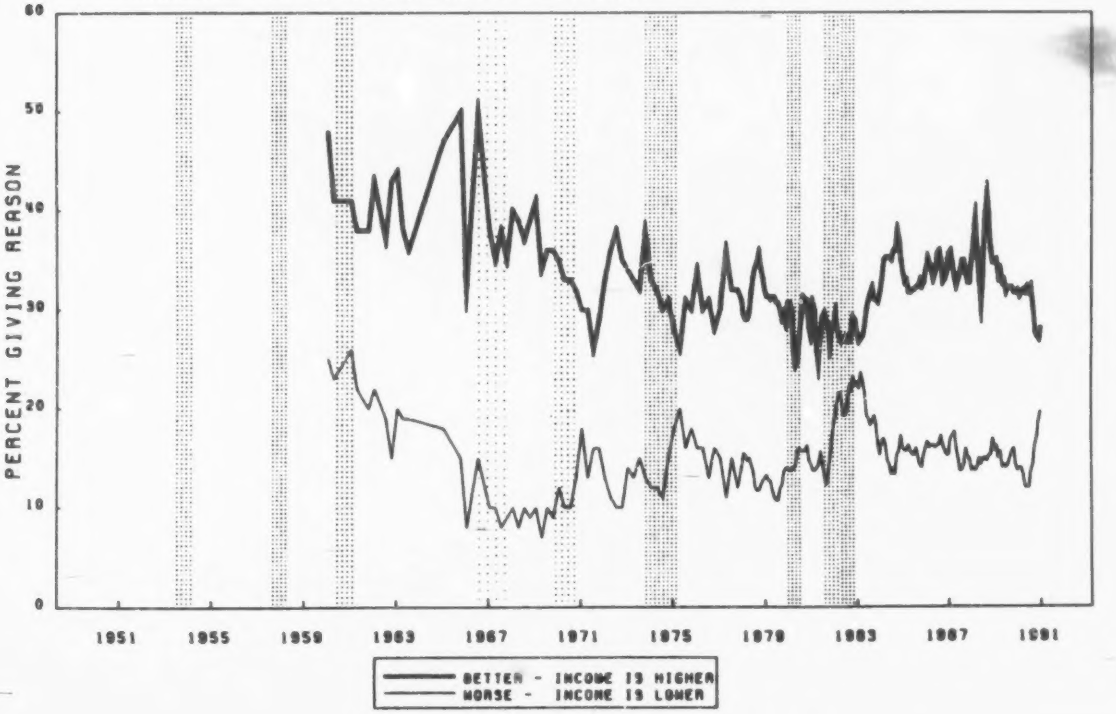


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	33%	30%	32%	34%	29%	34%	32%	31%	28%	24%	30%	27%	28%
WORSE OFF THAN YEAR AGO:													
Income is lower	15	16	11	13	12	11	13	17	13	19	19	18	22
Higher prices	16	17	15	13	11	15	12	18	18	24	23	20	14

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

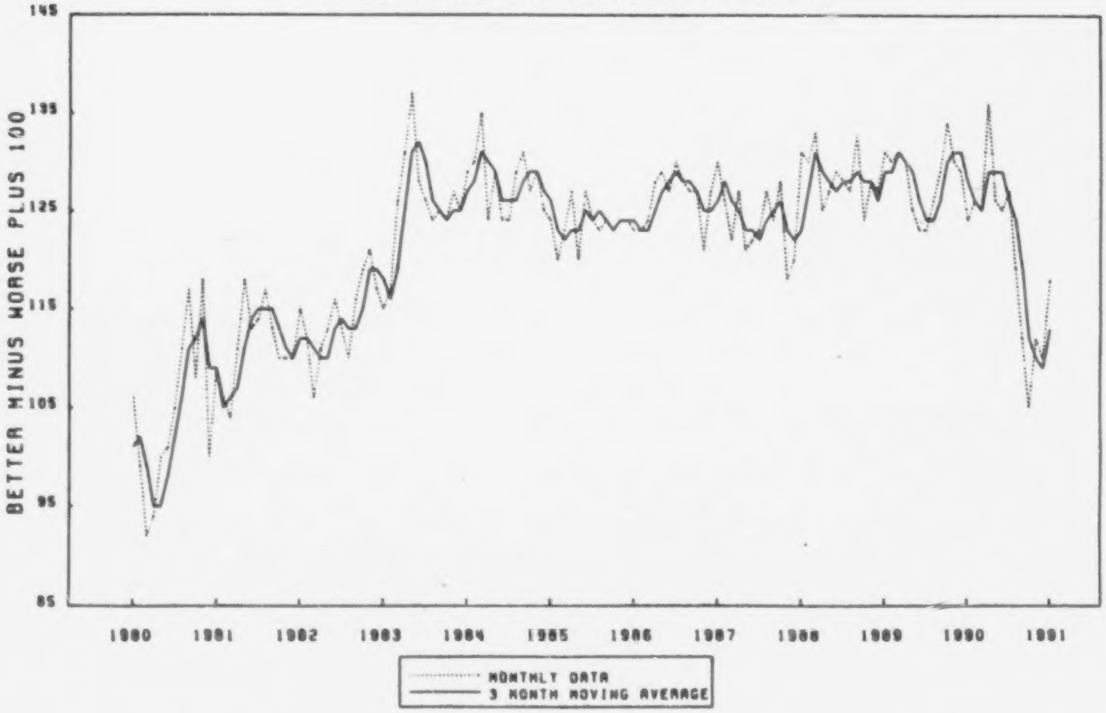


CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

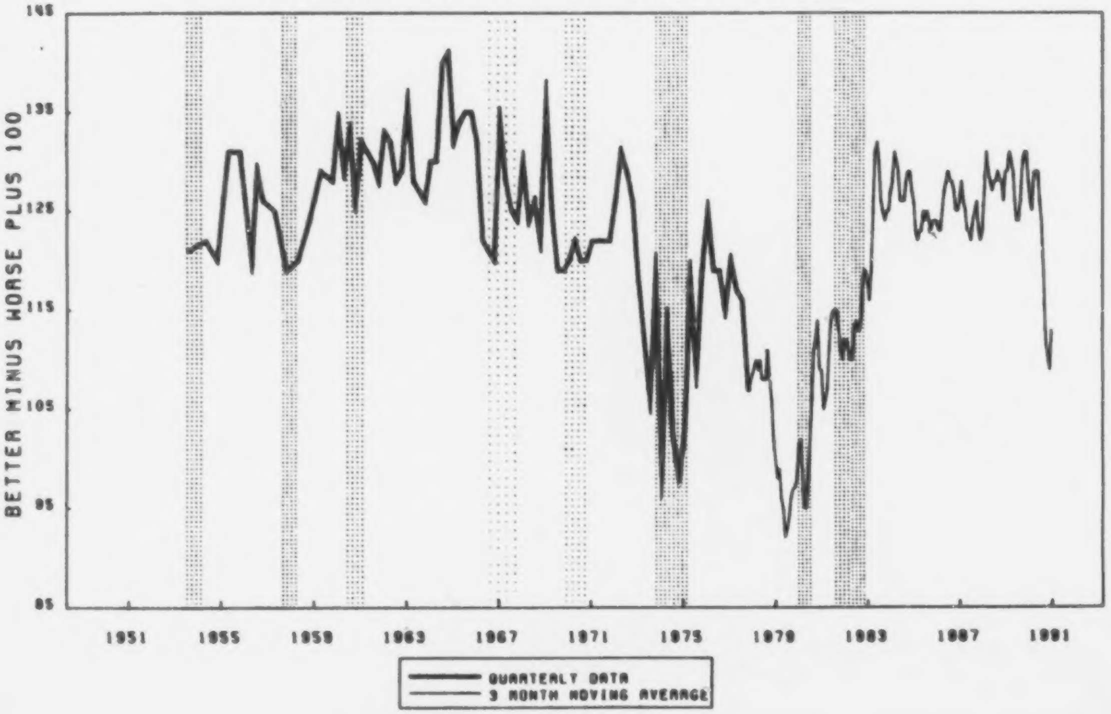


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
BETTER OFF	35%	35%	37%	45%	38%	36%	37%	32%	29%	29%	31%	26%	32%
SAME	51	53	49	44	48	50	51	52	52	44	46	54	51
WORSE OFF	11	9	12	9	12	11	10	13	17	24	19	16	14
DK,NA	3	3	2	2	2	3	2	3	2	3	4	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

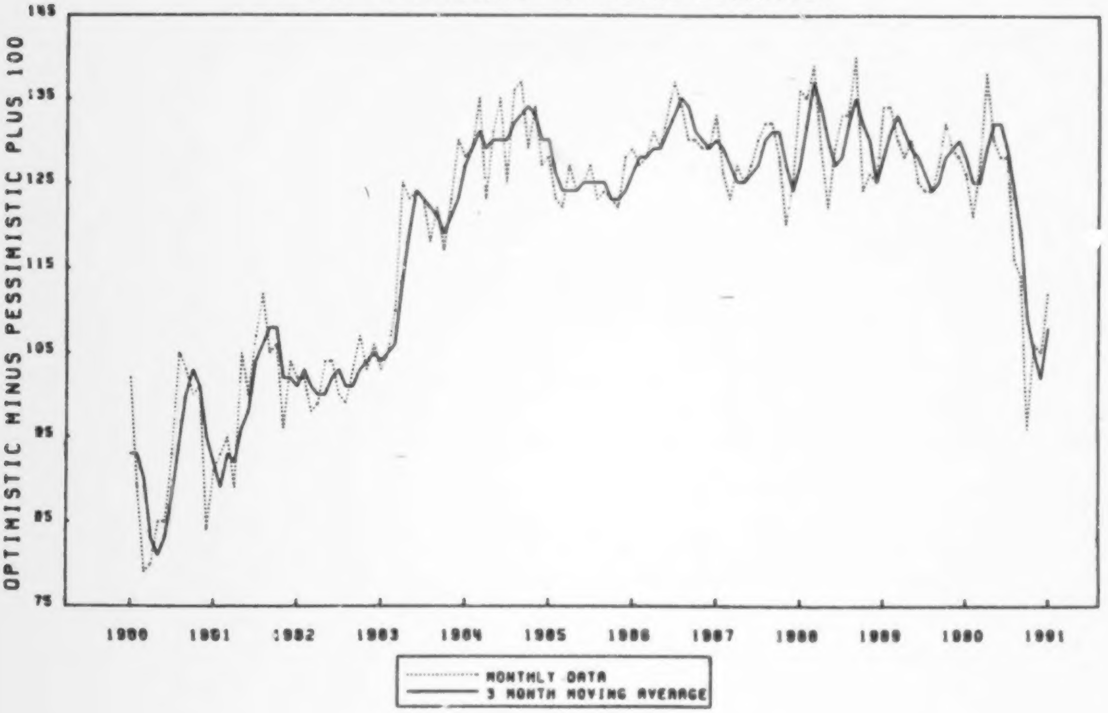


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

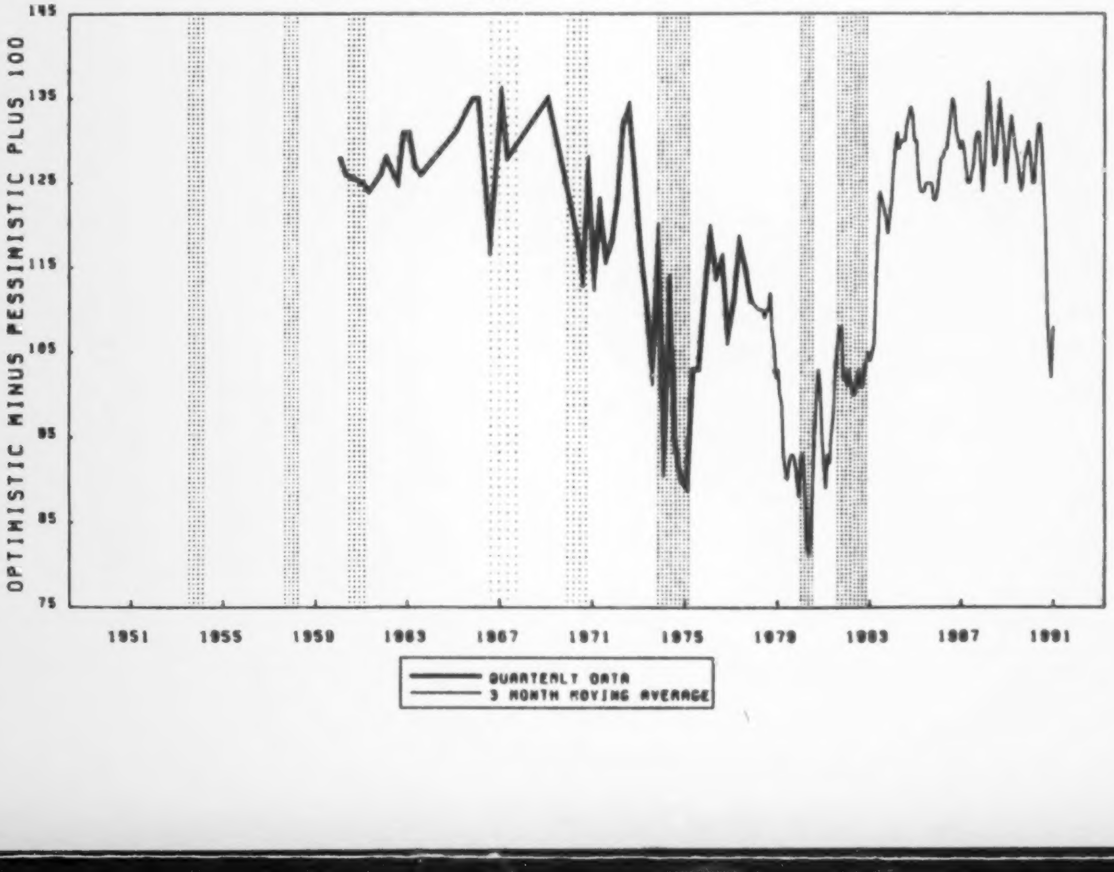


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	20%	17%	20%	24%	22%	19%	21%	14%	14%	13%	15%	12%	16%
Intermittant increase(b)	28	26	28	29	26	29	26	28	26	20	23	24	22
Remain unchanged (c)	17	21	17	16	21	18	20	18	21	15	13	18	21
Intermittant decline (d)	16	17	15	11	11	16	13	20	17	25	23	22	20
Continuous decline (e)	6	5	6	4	7	4	6	6	9	12	9	9	6
Mixed change (f)	9	10	10	13	11	11	12	11	11	12	13	11	11
DK,NA	4	4	4	3	2	3	2	3	2	3	4	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

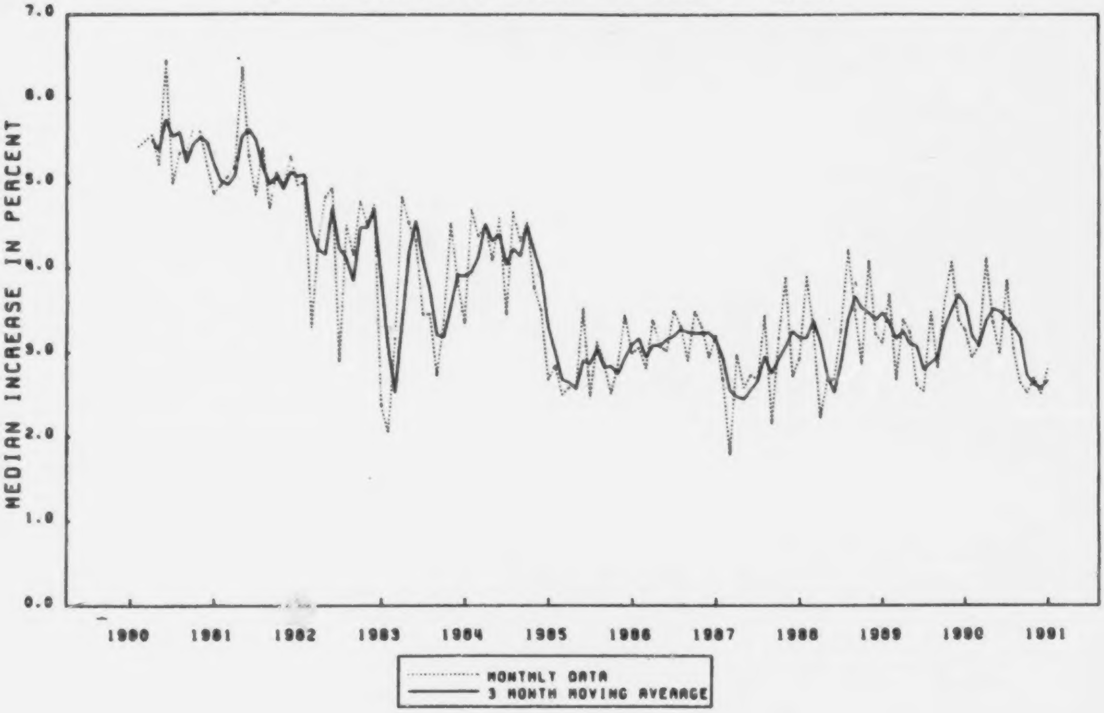


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

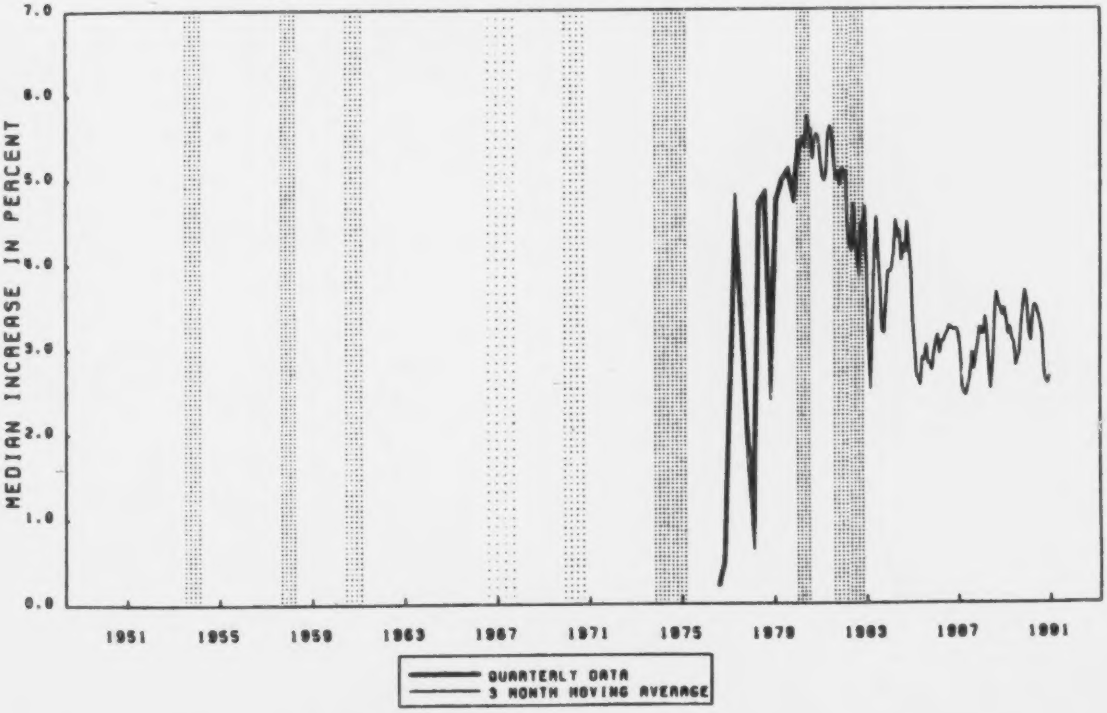


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
EXPECT INCREASE:													
1-4%	18%	17%	15%	15%	16%	17%	16%	17%	17%	14%	19%	17%	15%
5%	13	12	9	13	9	10	14	9	10	13	13	14	11
6-9%	7	6	9	7	8	9	8	10	8	5	4	5	7
10-24%	14	15	16	18	18	12	15	17	12	13	15	12	12
25% or more	5	5	4	8	7	9	8	6	6	6	5	6	8
DK how much up	5	3	5	4	5	3	3	2	4	5	3	4	5
EXPECT SAME	25	30	28	27	27	25	25	25	28	26	24	25	29
EXPECT DOWN	11	11	13	7	9	15	9	13	14	17	17	17	12
DK,NA	2	1	1	1	1	*	2	1	1	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

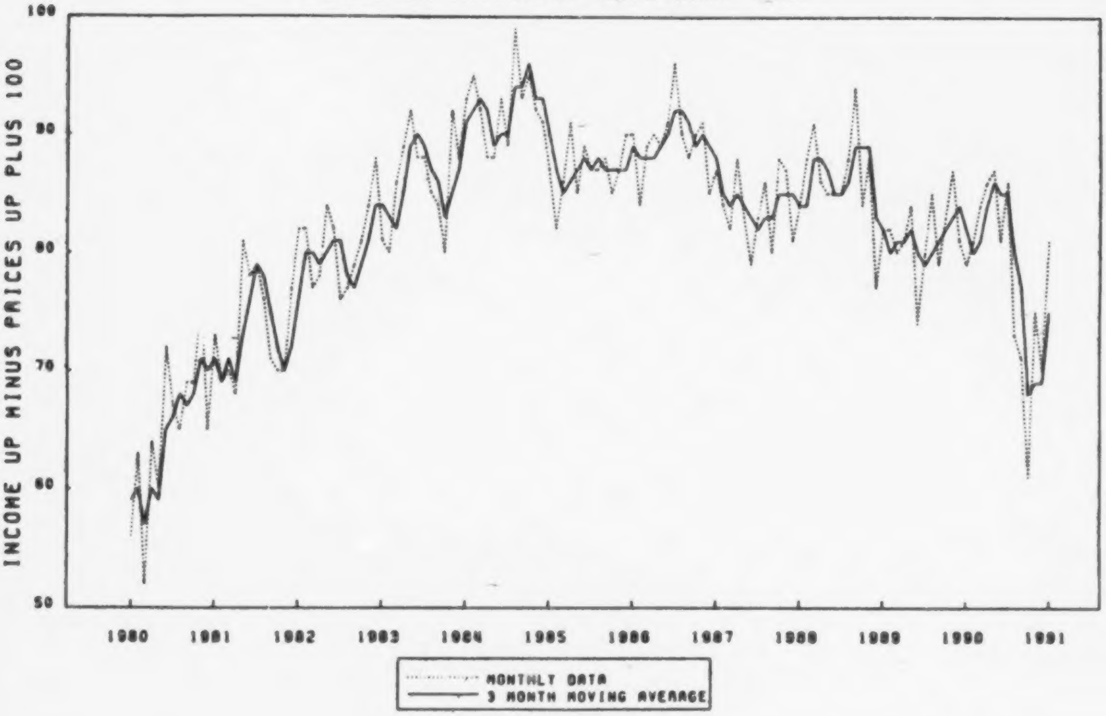


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

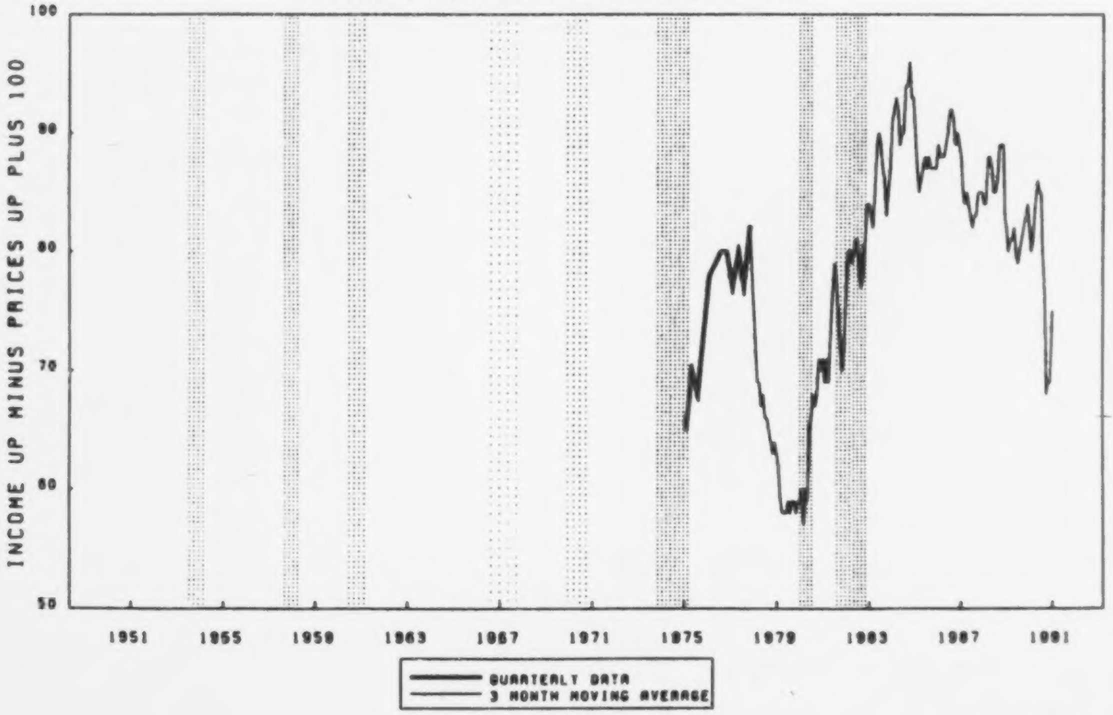


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
INCOME UP MORE	17%	17%	20%	21%	19%	18%	21%	18%	14%	12%	16%	15%	18%
INCOME UP SAME	42	44	42	42	48	44	42	37	42	35	41	38	45
PRICES UP MORE	38	36	36	35	32	37	35	45	43	51	41	45	37
DK,NA	3	3	2	2	1	1	2	*	1	2	2	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

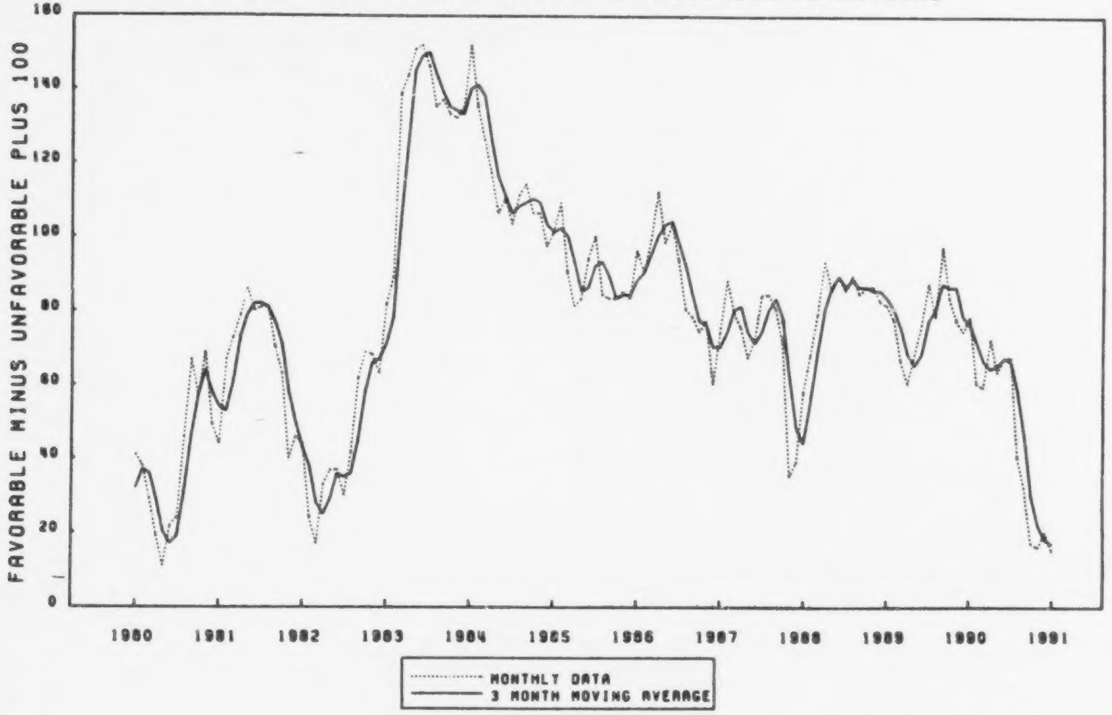


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

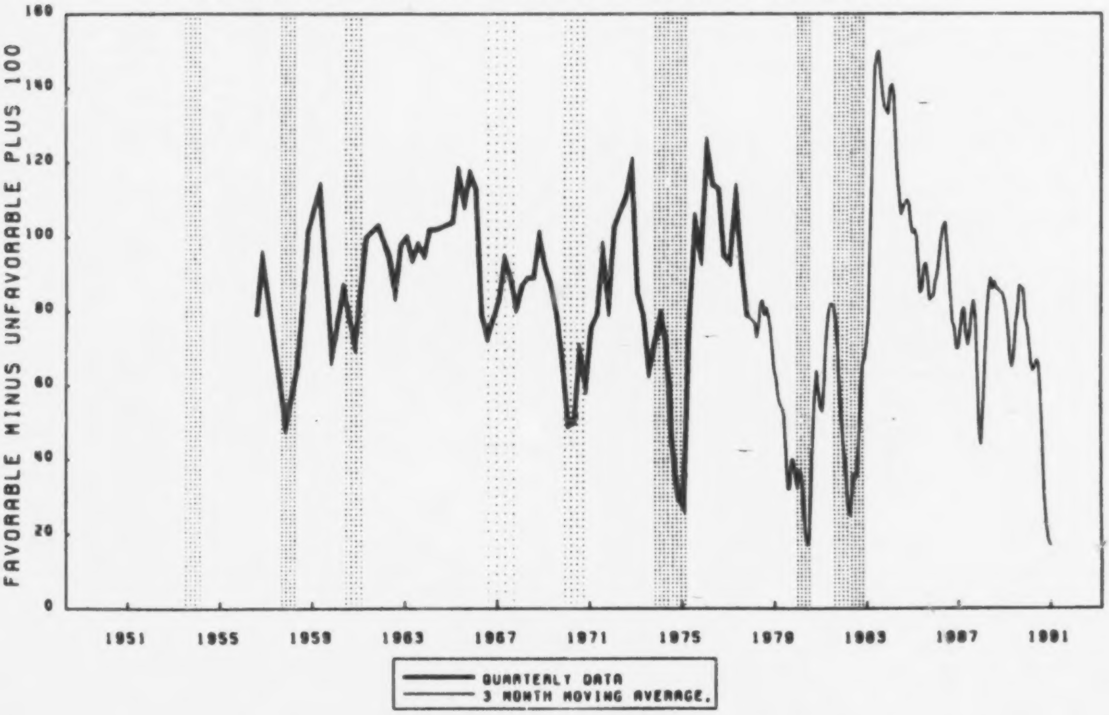


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
FAVORABLE NEWS	26%	20%	21%	23%	18%	22%	18%	16%	10%	8%	8%	11%	9%
UNFAVORABLE NEWS	48	60	62	51	55	55	51	76	78	91	92	91	94
NO MENTIONS	49	44	43	49	50	48	54	39	44	35	37	33	32

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

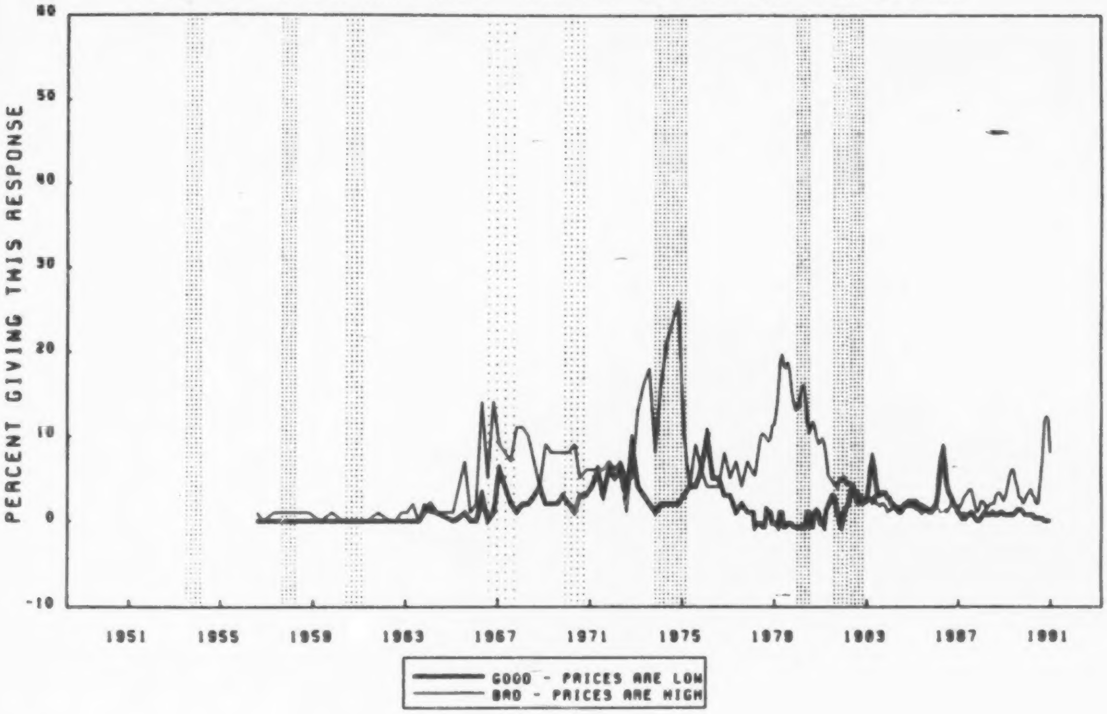


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

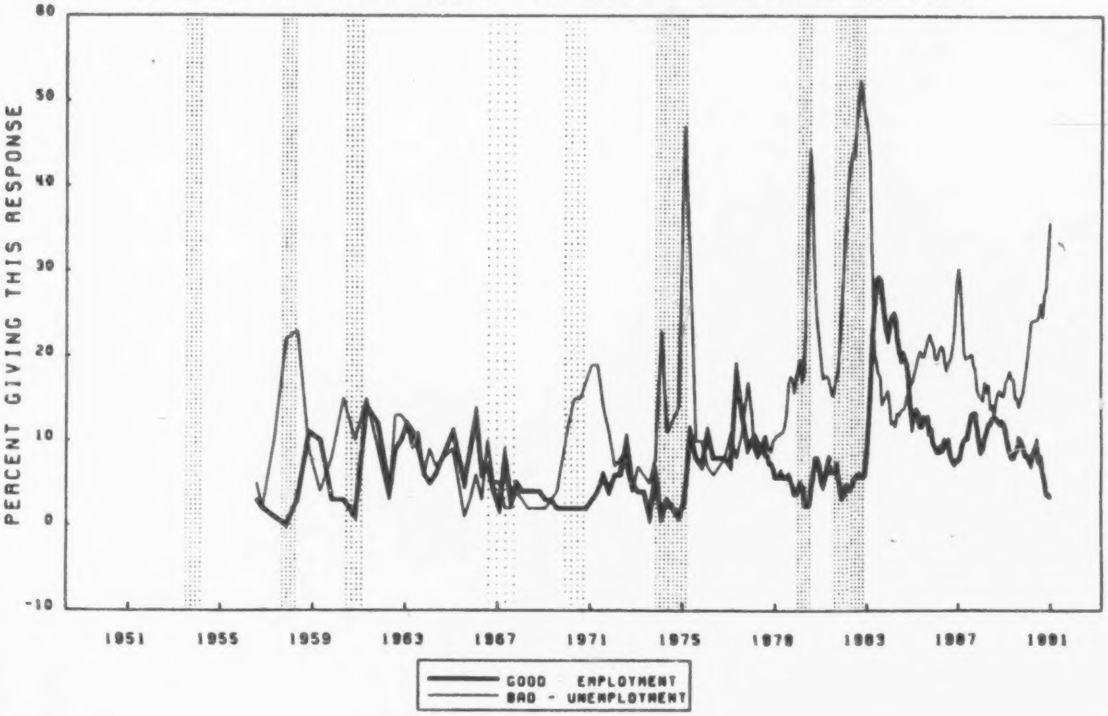


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
FAVORABLE NEWS:													
Government; elections	1%	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
Employment	9	6	7	12	8	9	6	9	4	3	4	4	2
Higher consumer demand	1	1	2	2	1	1	*	1	1	1	*	1	*
Lower prices	1	1	*	1	*	*	1	*	*	*	*	*	1
Easier credit	6	3	1	1	2	2	2	2	*	*	1	1	3
Stock market	2	1	1	1	1	2	2	*	*	*	*	*	1
Trade deficit	2	2	2	2	1	1	1	*	*	*	*	*	*
UNFAVORABLE NEWS:													
Government; elections	3	6	6	3	8	6	9	13	17	16	17	10	15
Unemployment	21	24	27	22	24	27	23	29	22	31	31	33	43
Lower consumer demand	5	6	6	6	3	6	3	5	5	4	5	11	8
Higher prices	4	3	4	2	2	2	2	9	10	16	11	9	4
Tighter credit	1	3	3	2	3	2	2	2	3	2	2	2	1
Energy crisis	*	*	*	1	*	1	*	2	4	2	3	2	1
Stock market	2	6	4	3	3	1	1	3	3	5	5	*	3
Trade deficit	2	3	4	5	2	3	2	1	1	1	*	1	2

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

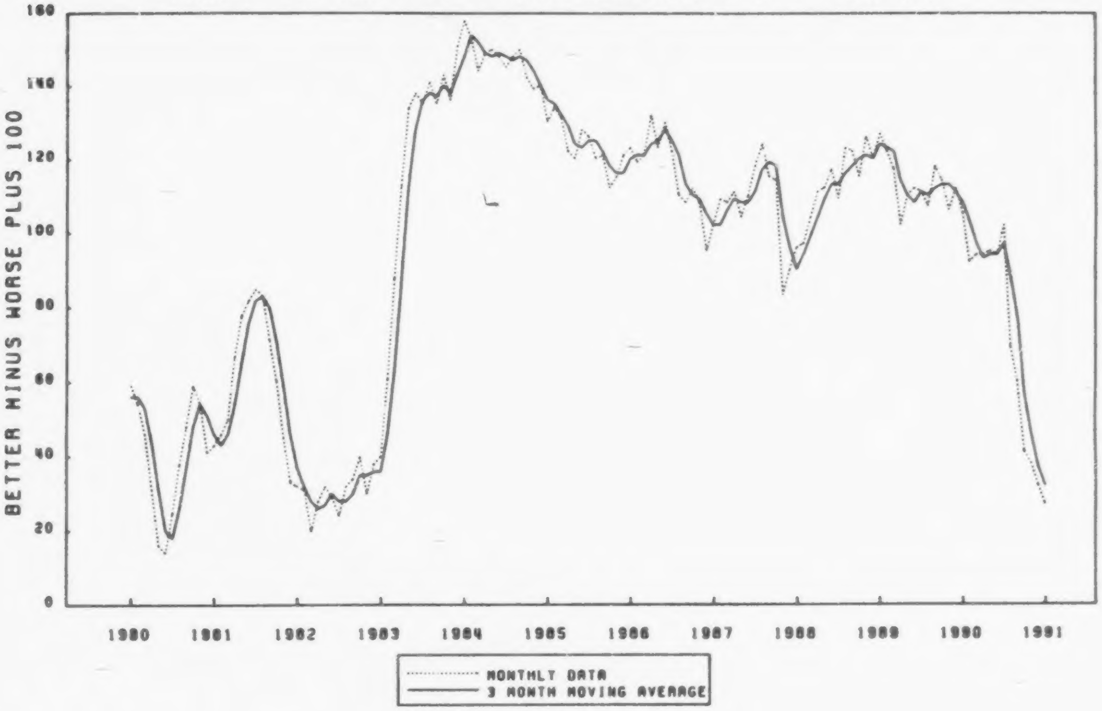


CHART 12 - HISTORICAL SERIES

CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

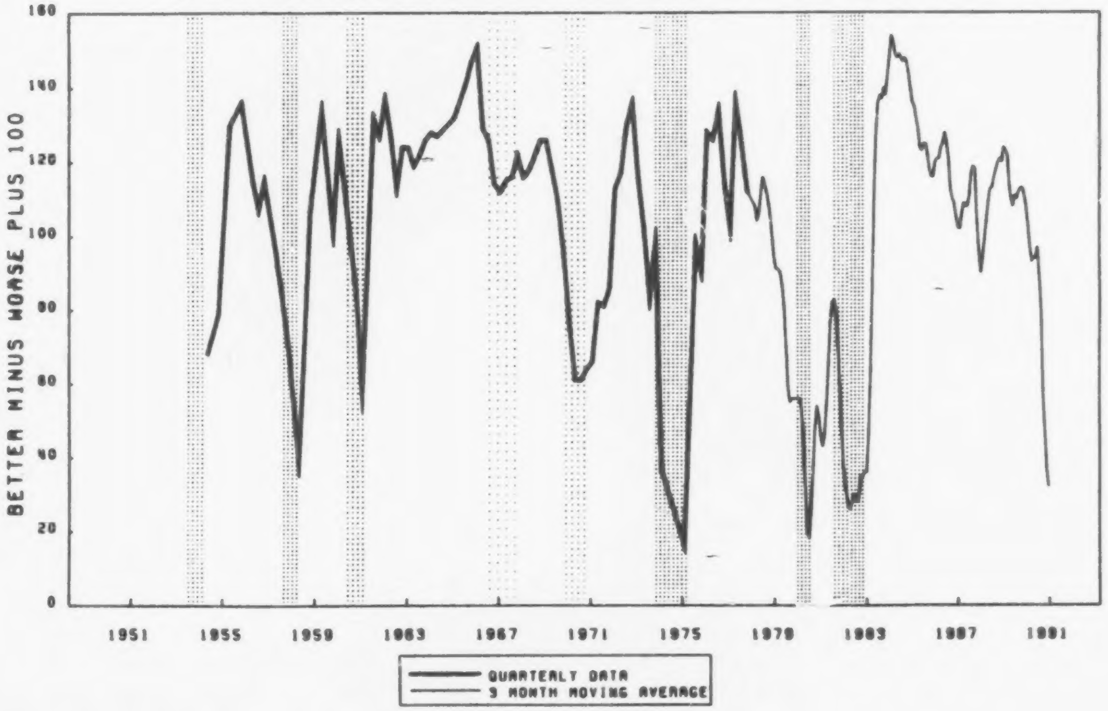


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
BETTER NOW	43%	36%	36%	38%	36%	37%	41%	26%	22%	15%	13%	11%	8%
SAME	16	17	20	17	19	18	19	15	13	8	11	9	10
WORSE NOW	38	44	42	44	41	43	39	57	62	74	75	79	81
DK,NA	3	3	2	1	4	2	1	2	3	3	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

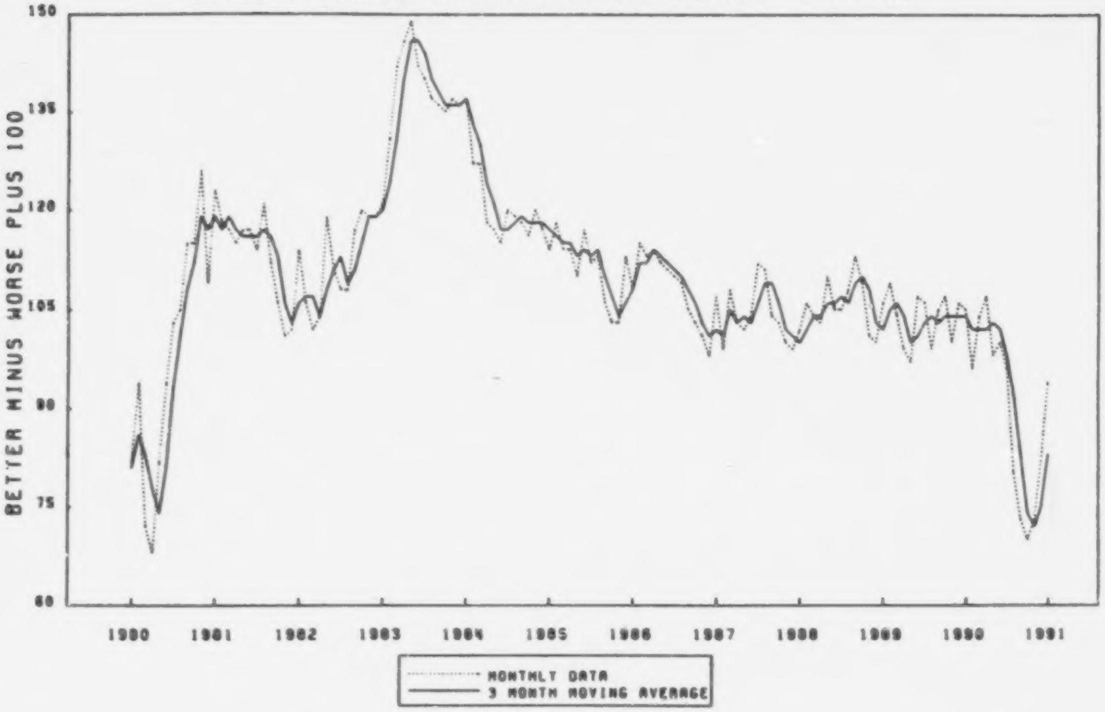


CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

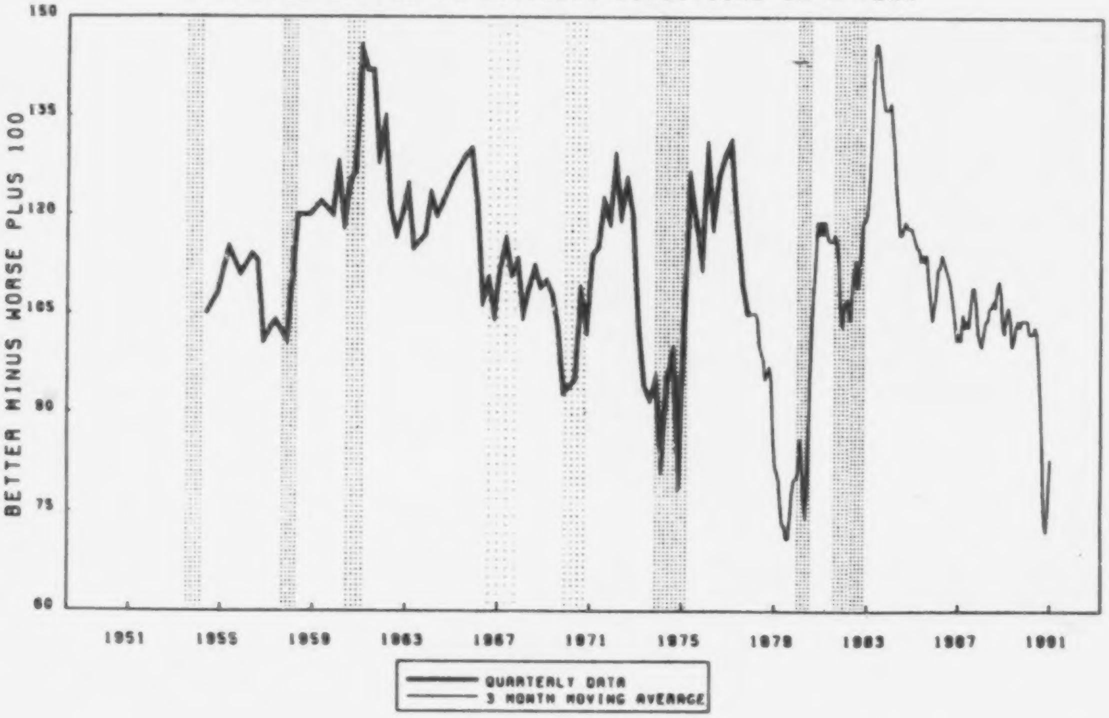


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
BETTER	22%	19%	22%	24%	18%	20%	16%	13%	11%	13%	14%	17%	24%
SAME	59	56	58	58	59	58	63	52	50	41	43	44	41
WORSE	17	23	18	17	20	20	20	33	38	43	41	35	30
DK,NA	2	2	2	1	3	2	1	2	1	3	2	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

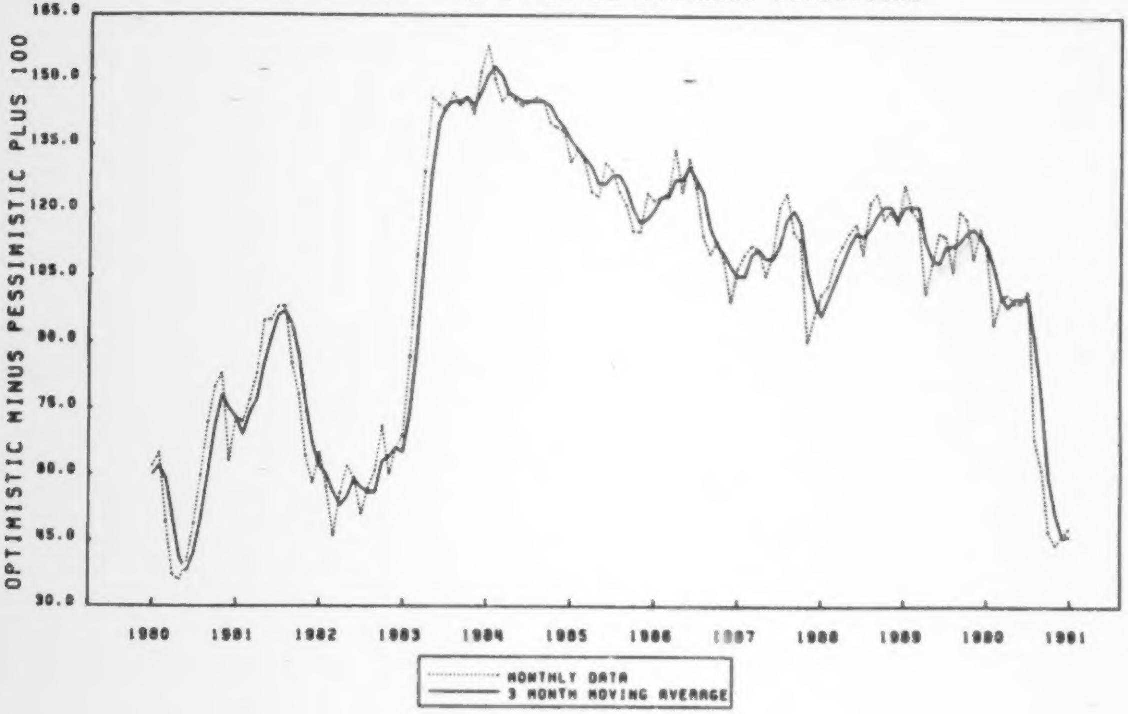


CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

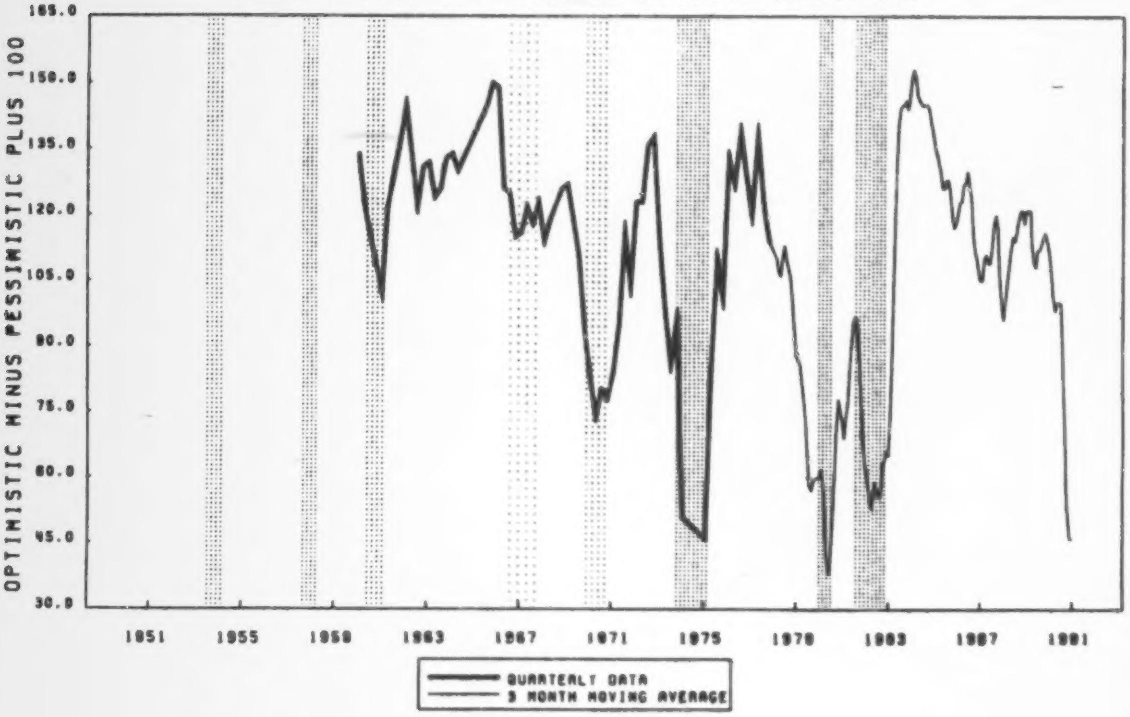


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
Continuous increase (a)	14%	11%	10%	13%	8%	11%	8%	5%	3%	3%	2%	2%	2%
Intermittant increase(b)	29	25	27	25	28	27	31	17	16	10	9	9	6
Remain unchanged (c)	12	10	12	12	12	11	12	9	9	5	5	4	6
Intermittant decline (d)	20	26	26	25	23	25	25	30	27	28	34	35	34
Continuous decline (e)	13	16	11	12	14	14	12	24	31	38	33	30	26
Mixed change (f)	8	8	10	11	9	9	9	11	10	10	14	14	21
DK,NA	4	4	4	2	6	3	3	4	4	6	3	6	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

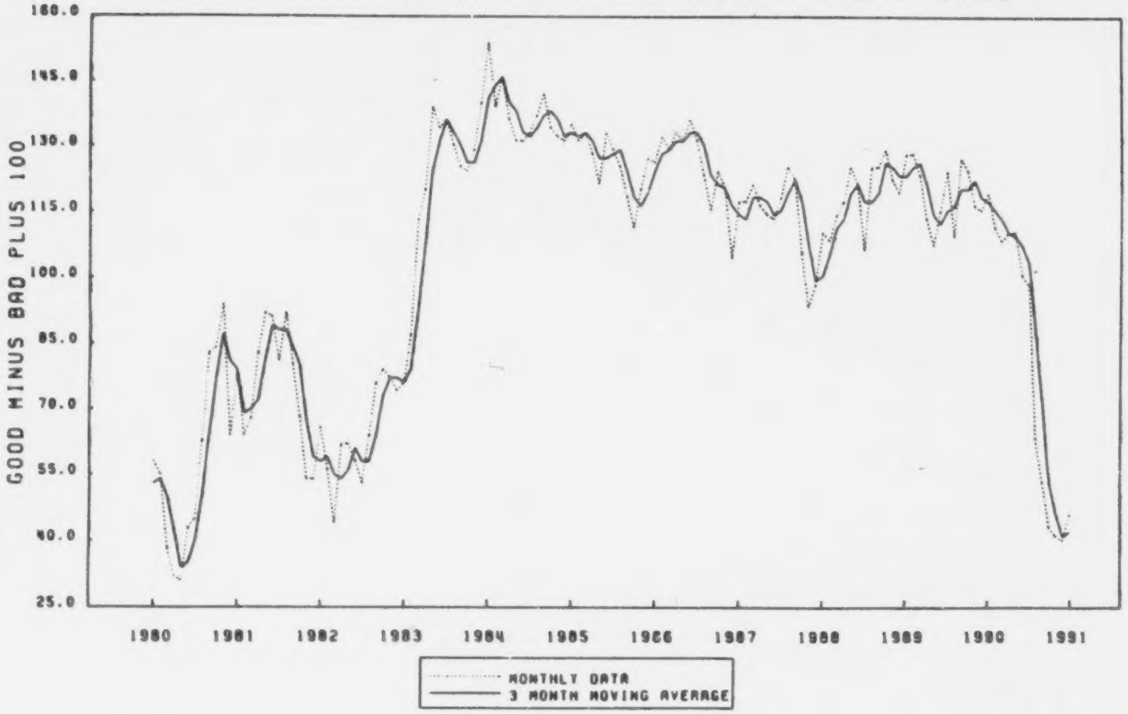


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

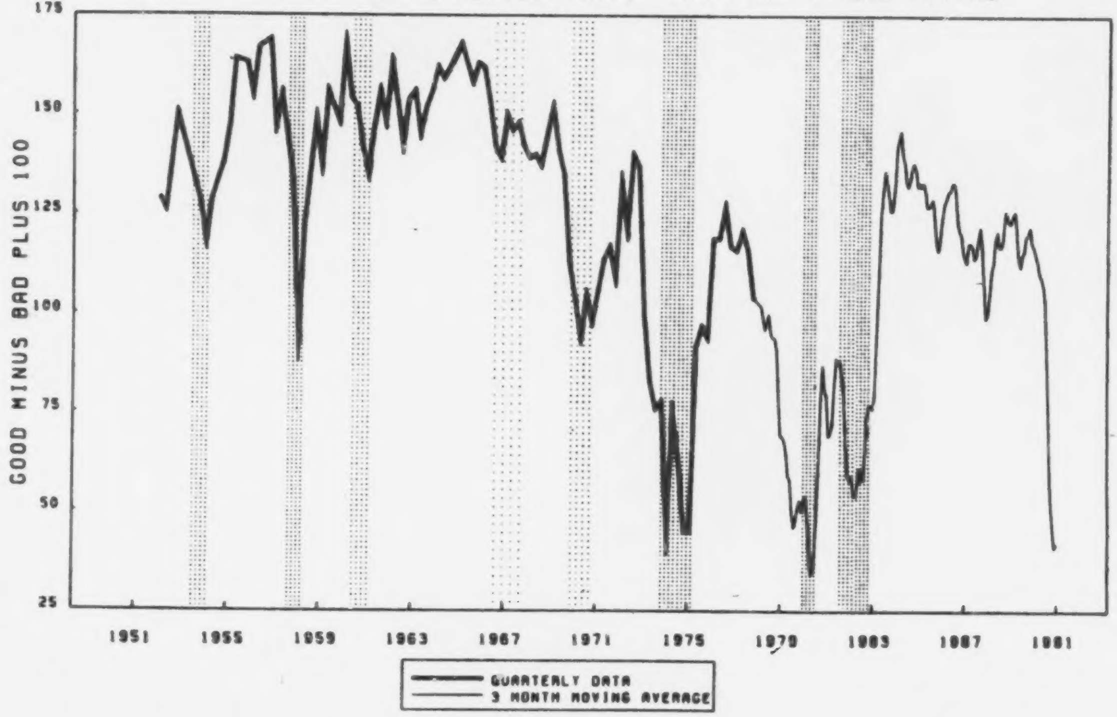


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIMES	52%	46%	48%	49%	47%	43%	40%	25%	18%	14%	15%	12%	16%
UNCERTAIN; GOOD&BAD	3	6	3	4	4	3	6	2	3	3	2	4	5
BAD TIMES	33	35	40	39	37	43	42	63	65	71	74	72	70
DON'T KNOW	6	7	5	4	6	5	7	5	8	5	3	5	5
NOT ASCERTAINED	6	6	4	4	6	6	5	5	6	7	6	7	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

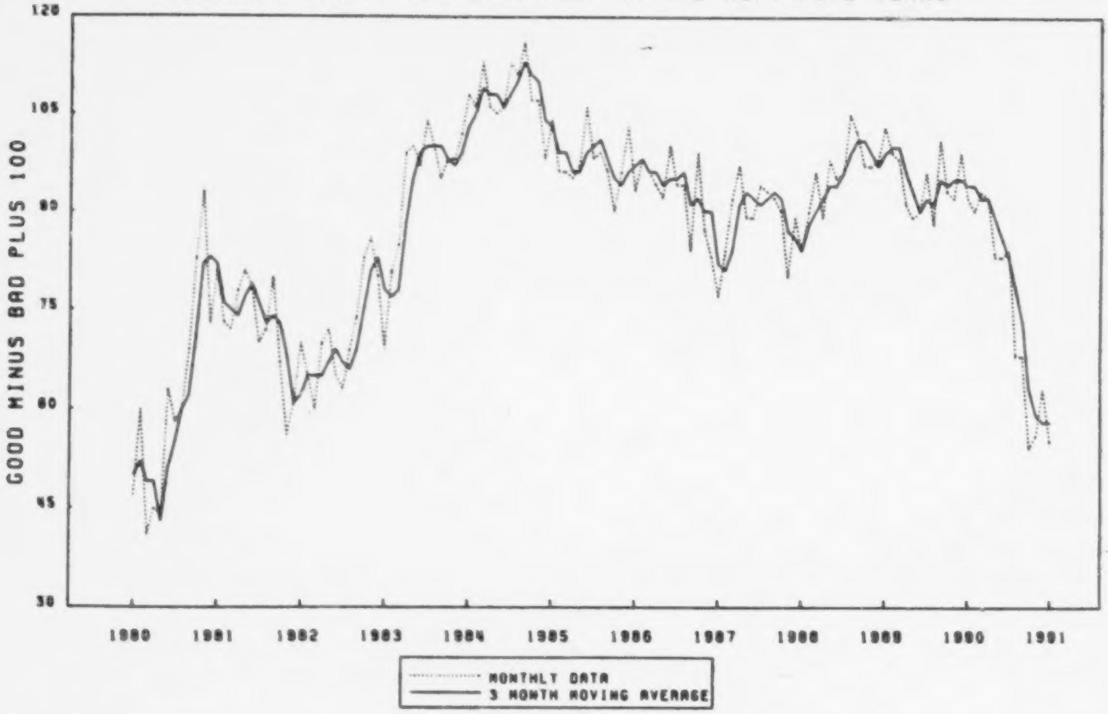


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

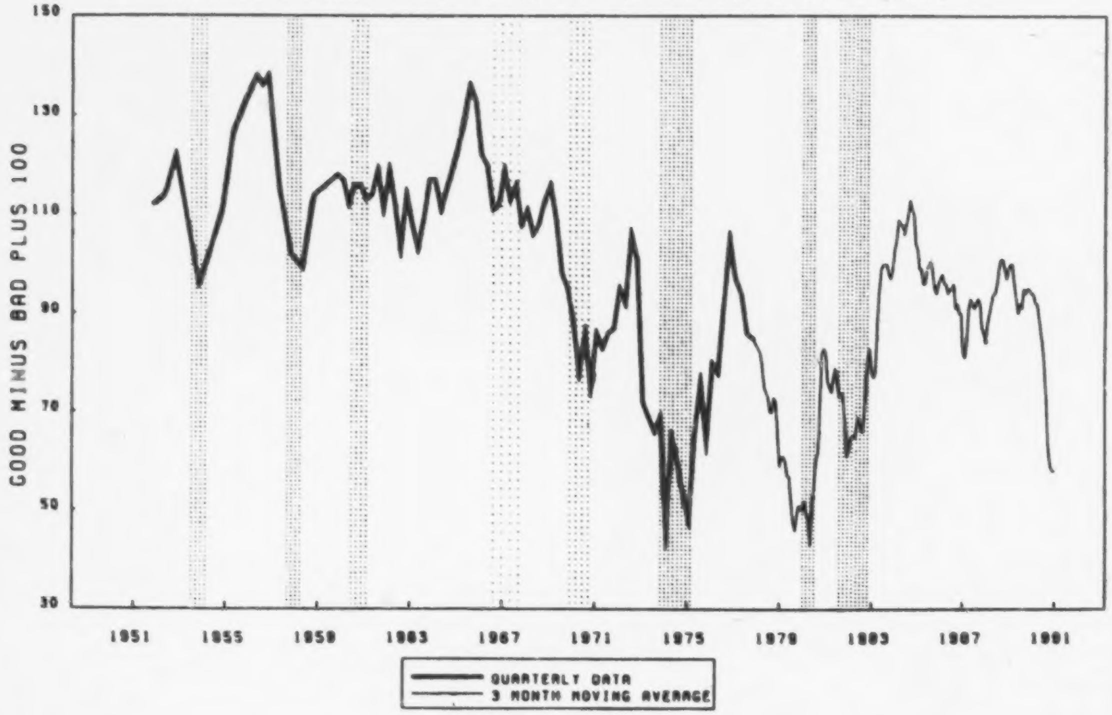


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIMES	37%	36%	40%	39%	32%	31%	34%	24%	25%	19%	18%	24%	18%
UNCERTAIN; GOOD & BAD	12	11	10	11	12	12	11	14	14	10	15	11	15
BAD TIMES	45	46	47	47	49	48	50	56	57	65	62	61	63
NOT ASCERTAINED	6	7	3	3	7	9	5	6	4	6	5	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

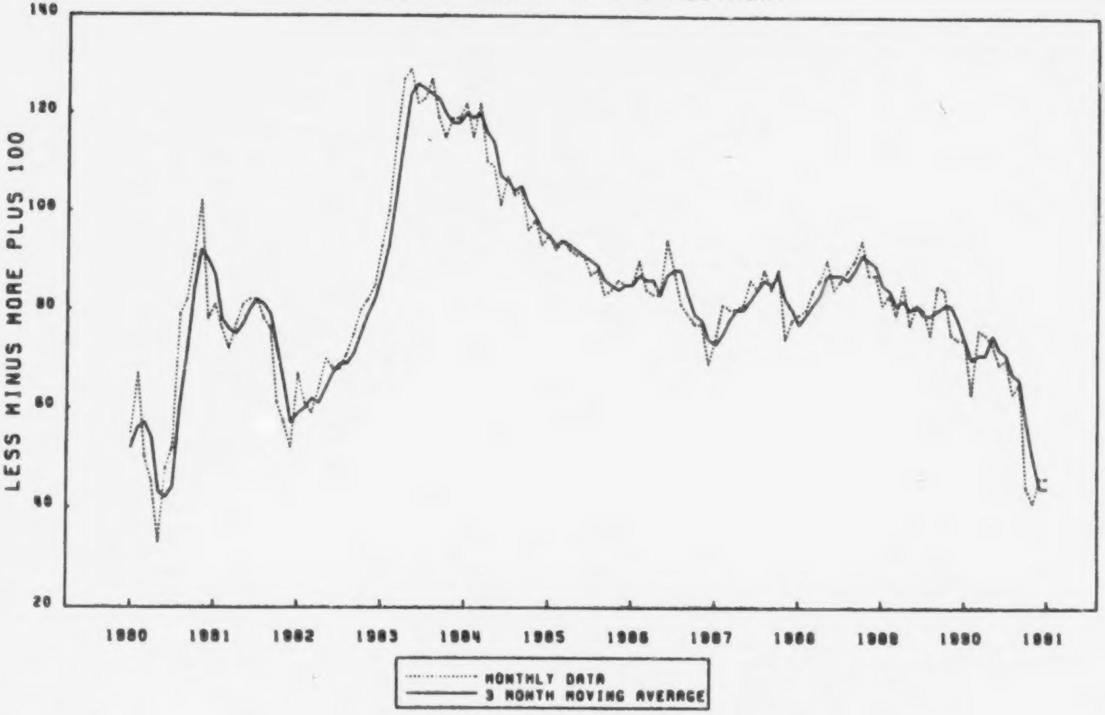


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

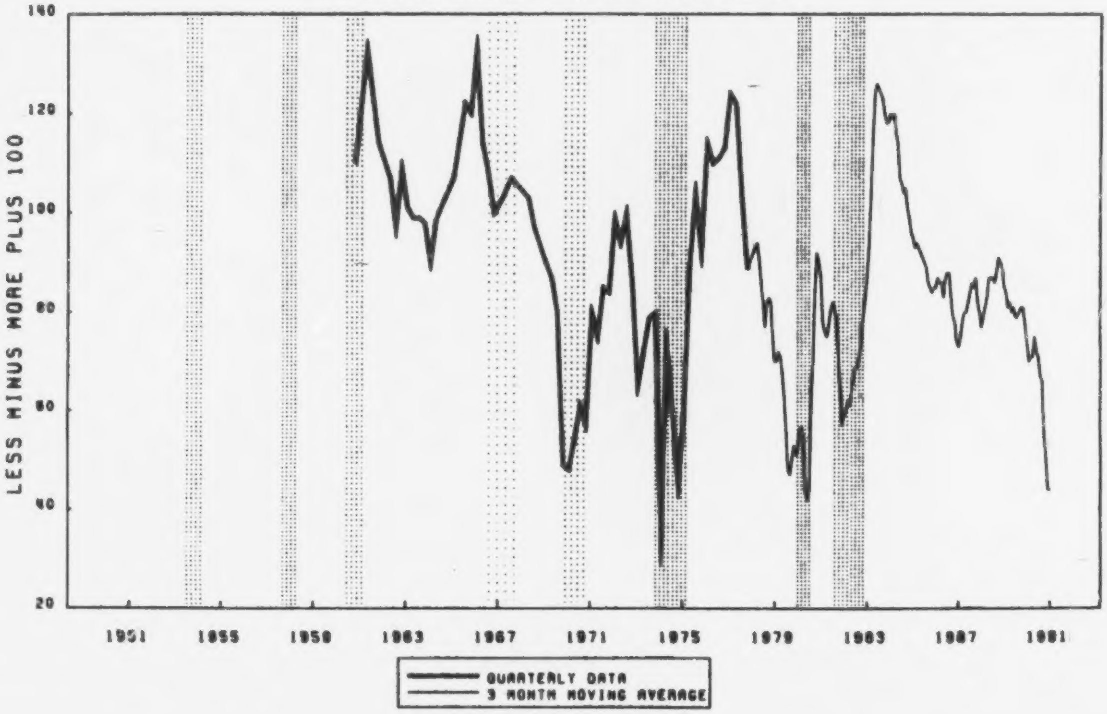


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
LESS	10%	7%	10%	11%	10%	8%	7%	9%	9%	6%	5%	6%	8%
SAME	52	48	55	52	52	52	54	44	45	30	30	34	29
MORE	36	44	34	36	37	39	37	46	44	62	64	60	62
DK,NA	2	1	1	1	1	1	2	1	2	2	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

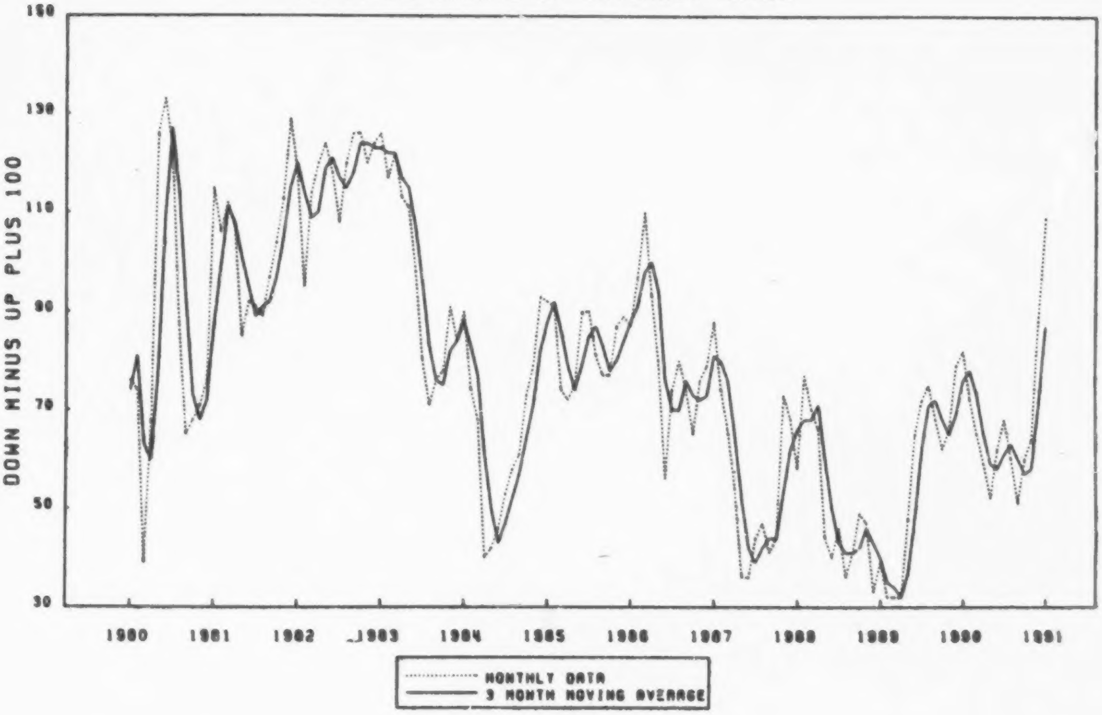


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

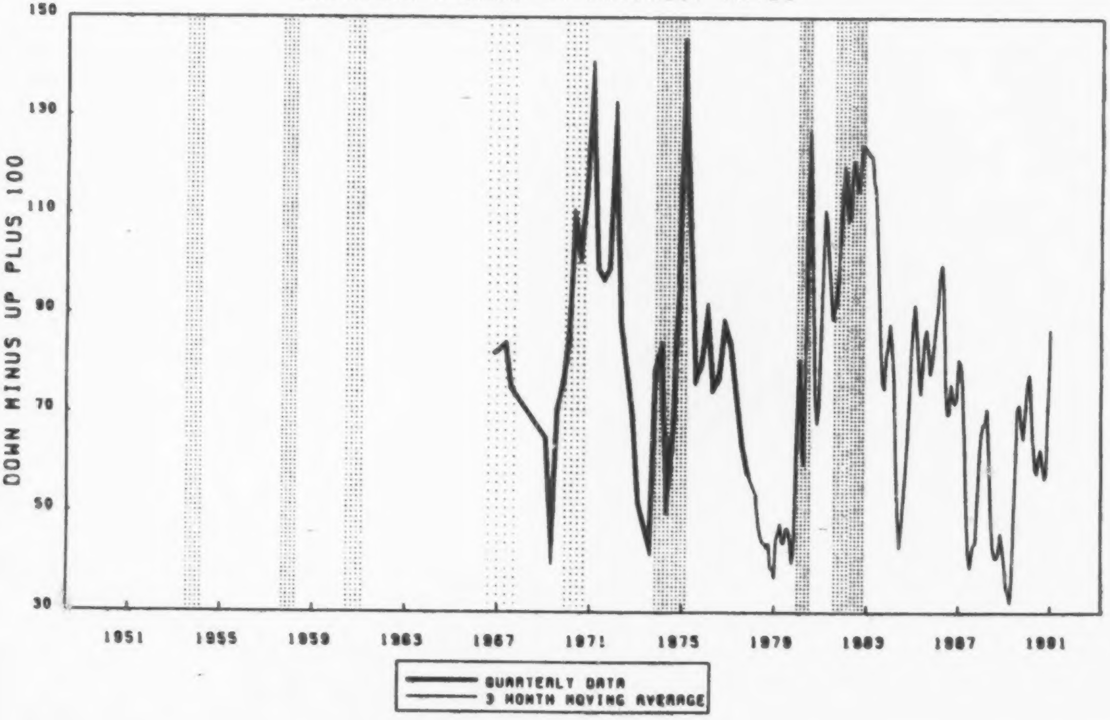


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GO UP	45%	48%	51%	55%	58%	56%	50%	59%	63%	57%	57%	43%	33%
STAY THE SAME	26	29	32	29	30	23	29	20	21	24	20	23	21
GO DOWN	27	20	16	14	10	18	18	19	14	17	21	32	42
DK,NA	2	3	1	2	2	3	3	2	2	2	2	2	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

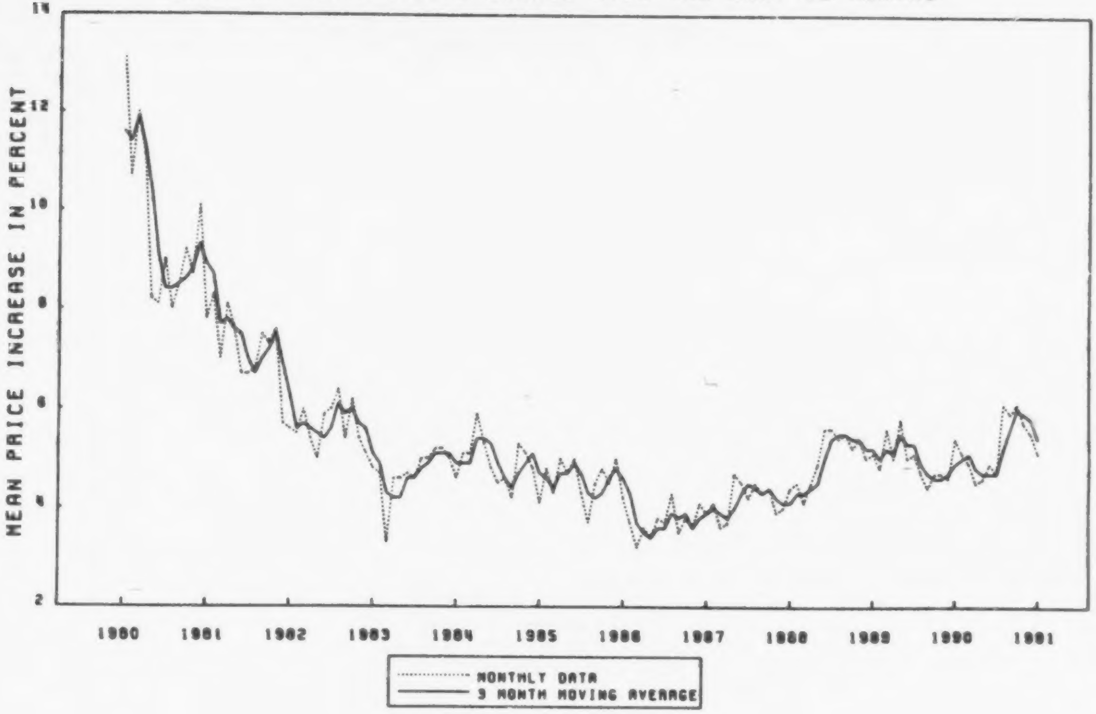


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

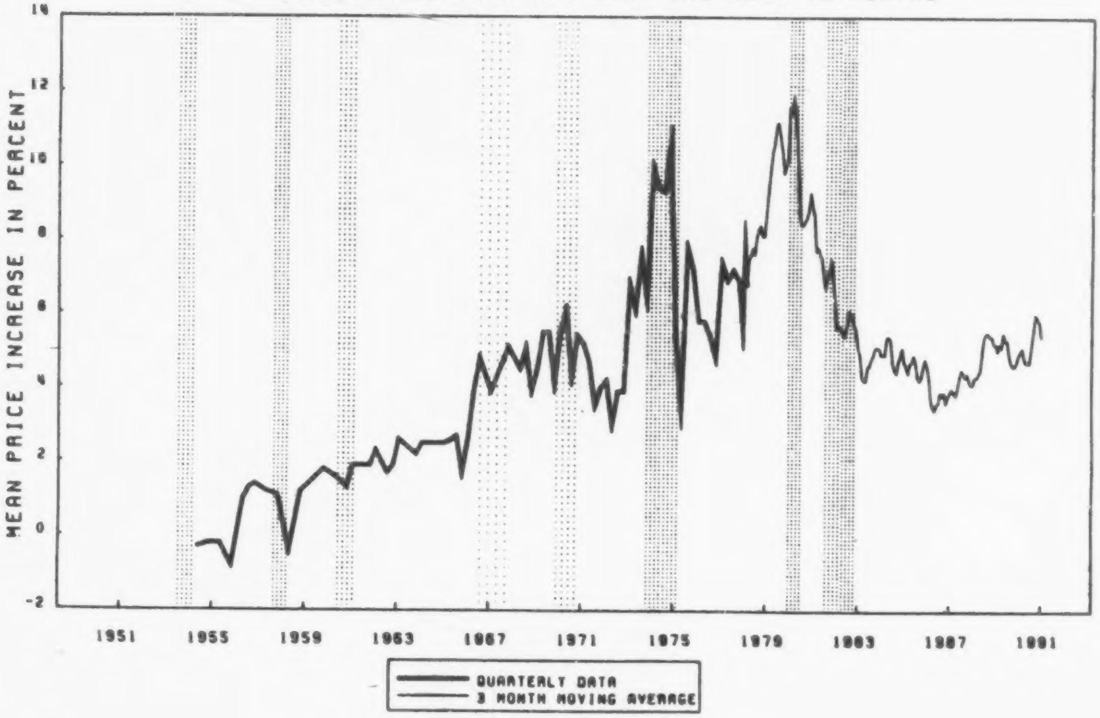


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
SAME OR DOWN	11%	15%	11%	11%	11%	11%	11%	9%	9%	10%	14%	18%	21%
WILL GO UP BY:													
1-2%	14	13	18	20	19	18	20	14	15	11	12	11	11
3-4%	24	23	24	24	22	25	24	23	19	18	19	16	19
5%	21	22	20	22	22	24	20	18	21	22	18	21	16
6-9%	8	10	8	7	9	7	6	13	13	13	13	12	10
10-14%	10	8	8	7	8	7	10	11	11	12	14	10	9
15% or more	5	4	5	4	3	4	3	8	7	7	6	7	7
DK how much up	5	5	6	5	6	3	6	4	5	6	4	5	6
DK,NA	2	*	*	*	*	1	*	*	*	1	*	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.4	5.1	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1
VARIANCE	49	45	38	26	30	37	29	48	46	43	43	52	46
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

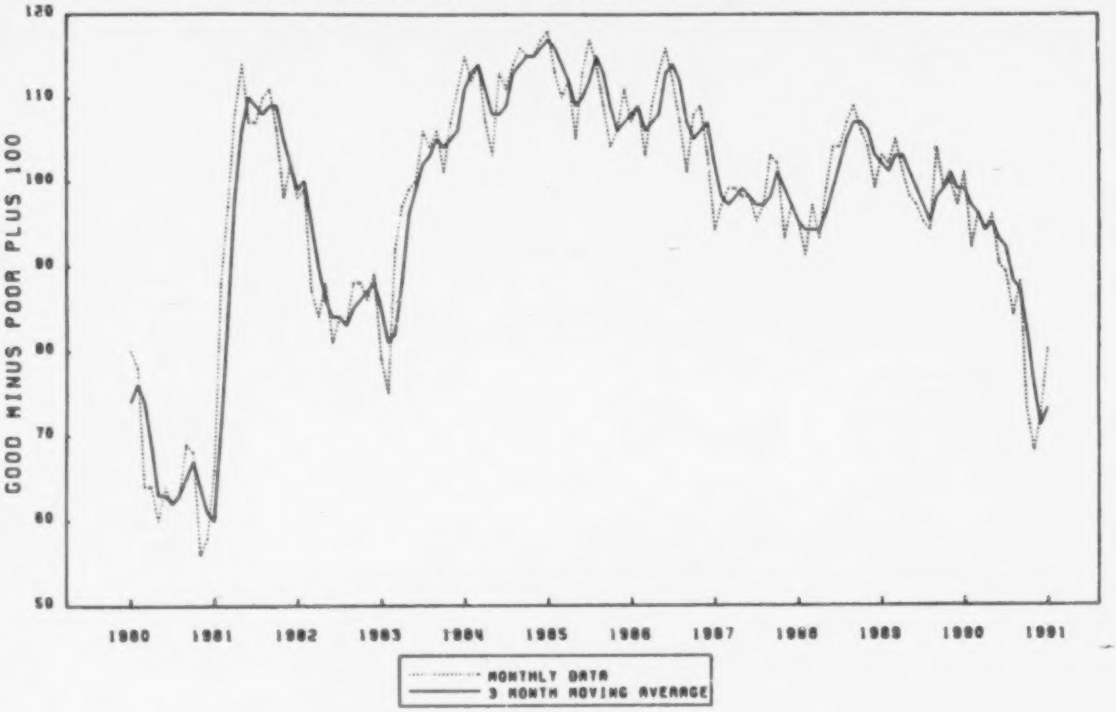


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

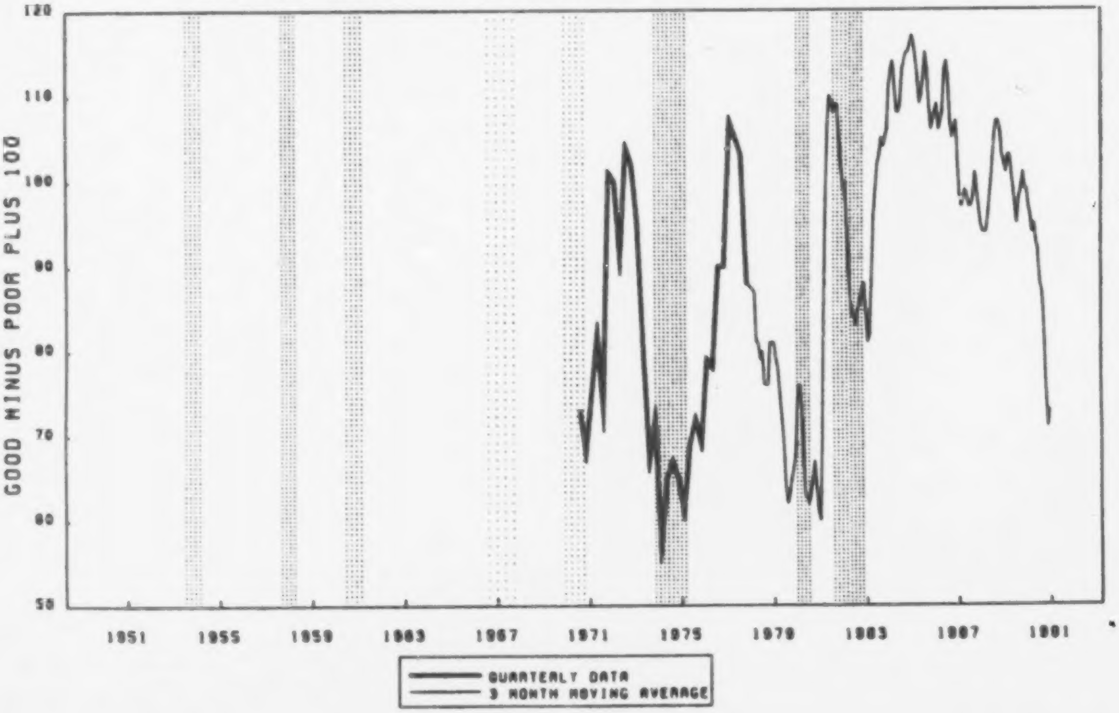


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
A GOOD JOB	18%	17%	19%	17%	19%	16%	16%	15%	14%	11%	8%	10%	11%
ONLY FAIR	63	57	56	59	55	56	56	52	59	49	49	50	58
A POOR JOB	17	25	23	23	23	26	27	31	26	38	40	38	31
DK,NA	2	1	2	1	3	2	1	2	1	2	3	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

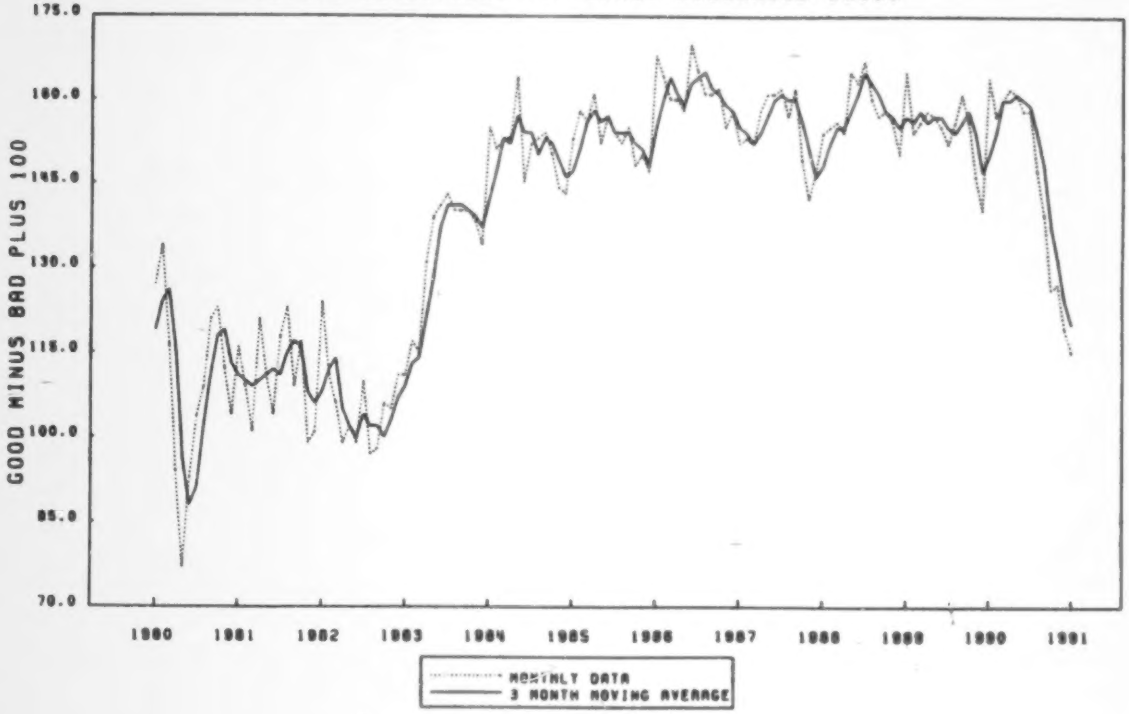


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

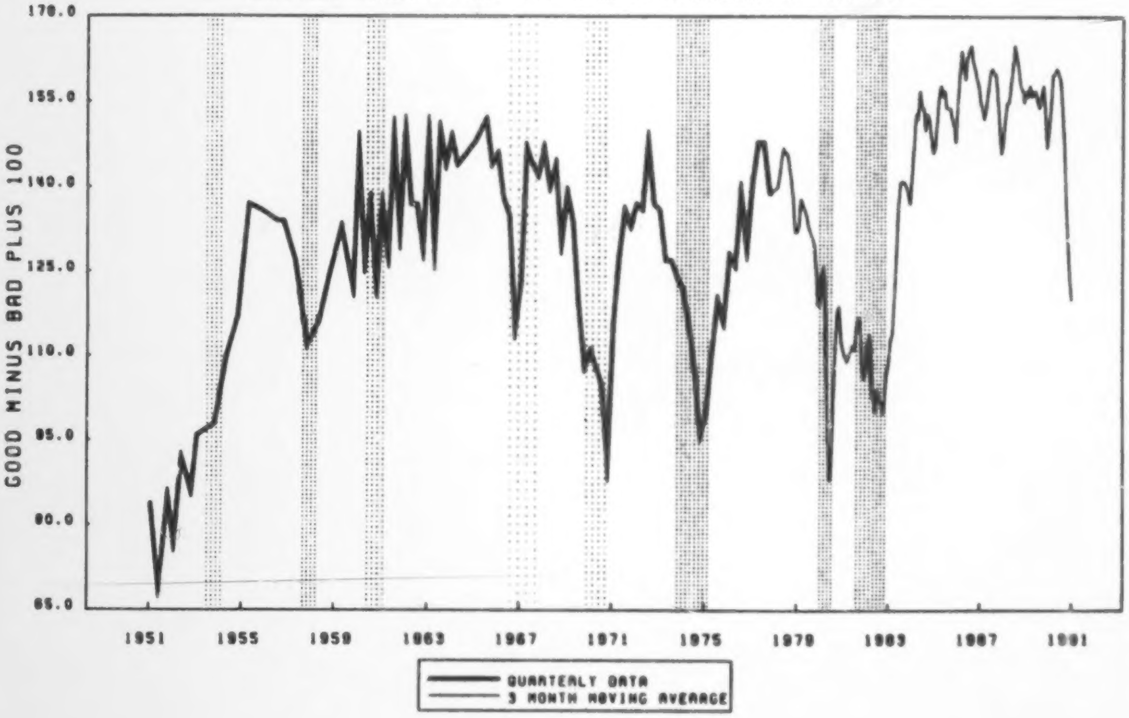


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY	77%	74%	76%	78%	75%	75%	73%	69%	66%	58%	61%	55%	53%
UNCERTAIN, DEPENDS	10	9	8	6	11	8	12	9	7	10	5	9	9
BAD TIME TO BUY	13	17	16	16	14	17	15	22	27	32	34	36	38
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

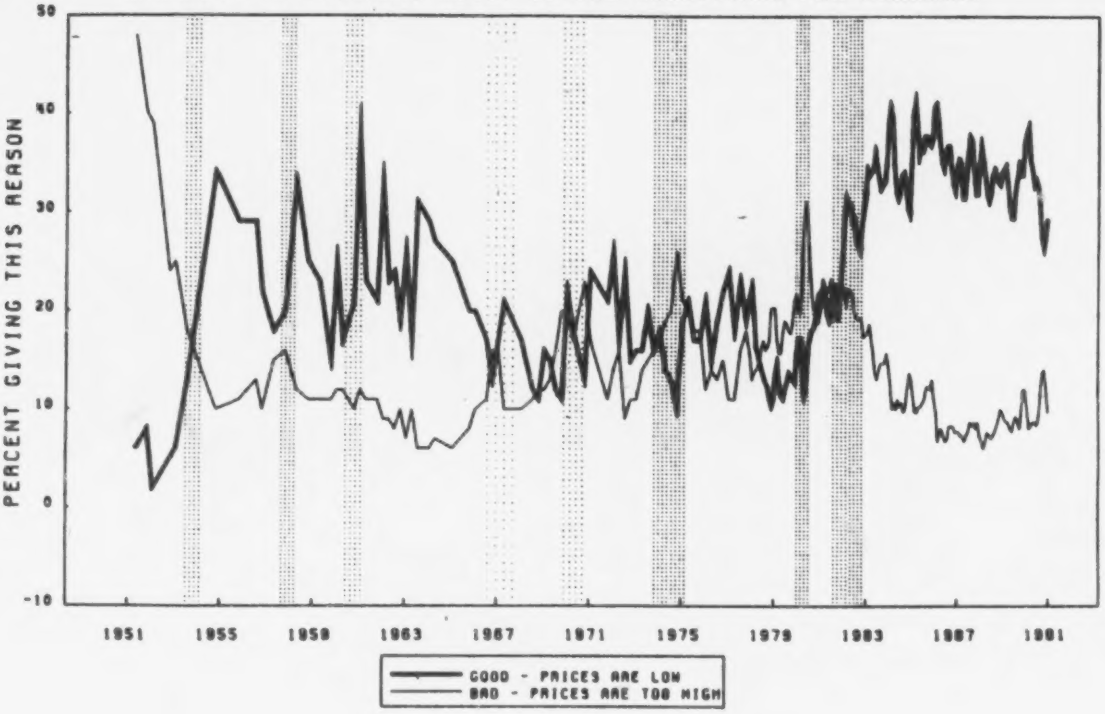


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

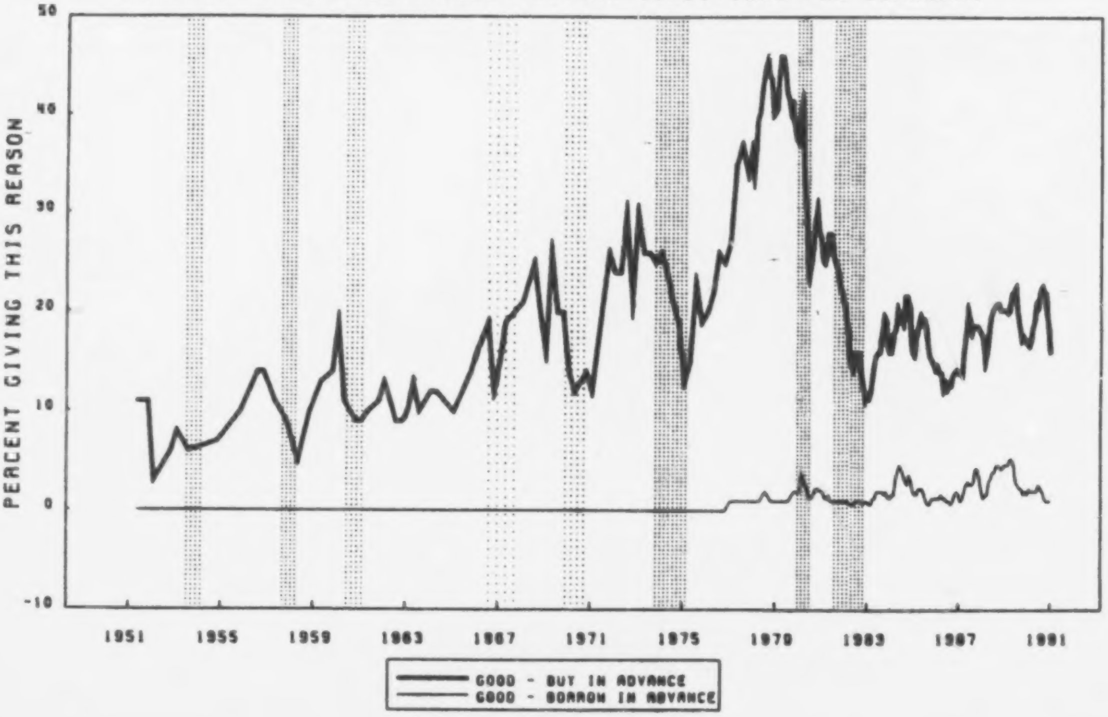


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	45%	35%	36%	35%	32%	31%	37%	30%	26%	26%	27%	30%	31%
Prices won't come down; are going higher	18	16	18	22	18	23	21	23	24	19	23	14	11
Interest rates are low	5	5	8	5	5	6	3	5	3	2	1	3	3
Borrow-in-advance of rising interest rates	1	3	2	1	3	2	3	2	1	1	1	1	1
Times are good; prosperity	4	4	8	4	5	4	3	3	2	2	1	2	1
BAD TIME TO BUY:													
Prices are high	8	8	8	9	9	8	8	11	14	16	12	9	8
Interest rates are high; credit is tight	2	3	3	2	5	3	3	2	5	5	5	6	6
Times are bad; can't afford to buy	2	6	5	4	2	5	3	5	7	8	8	11	10
Bad times ahead; uncertain future	2	2	3	1	3	2	3	7	8	11	13	17	19

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

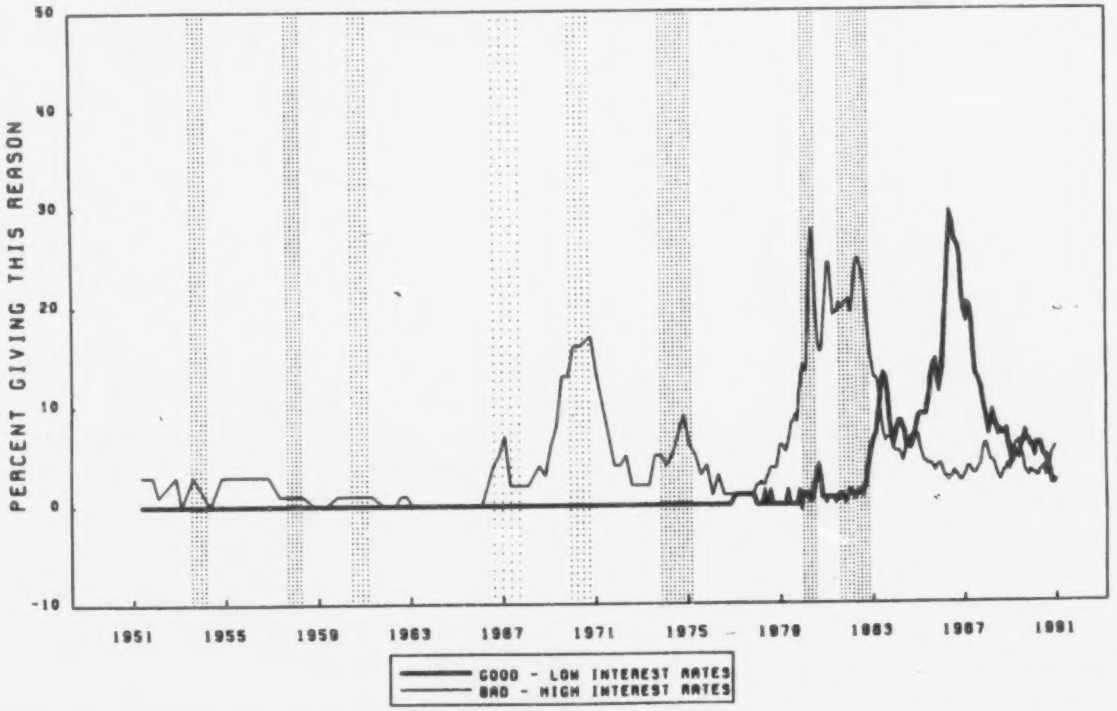


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

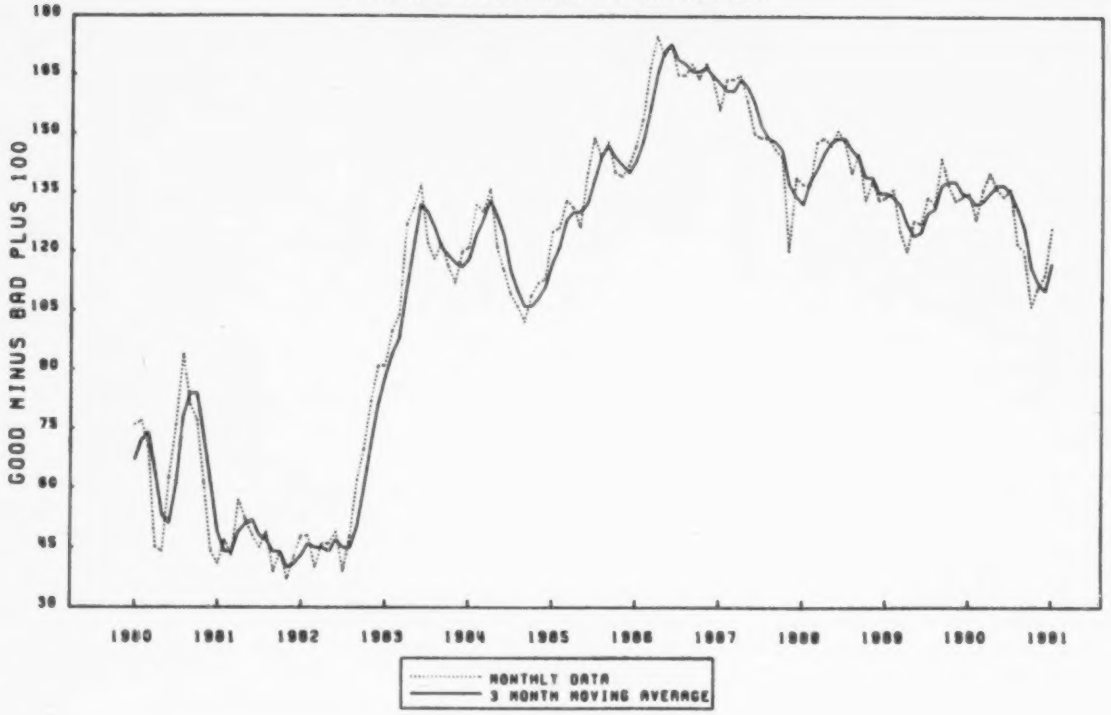


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

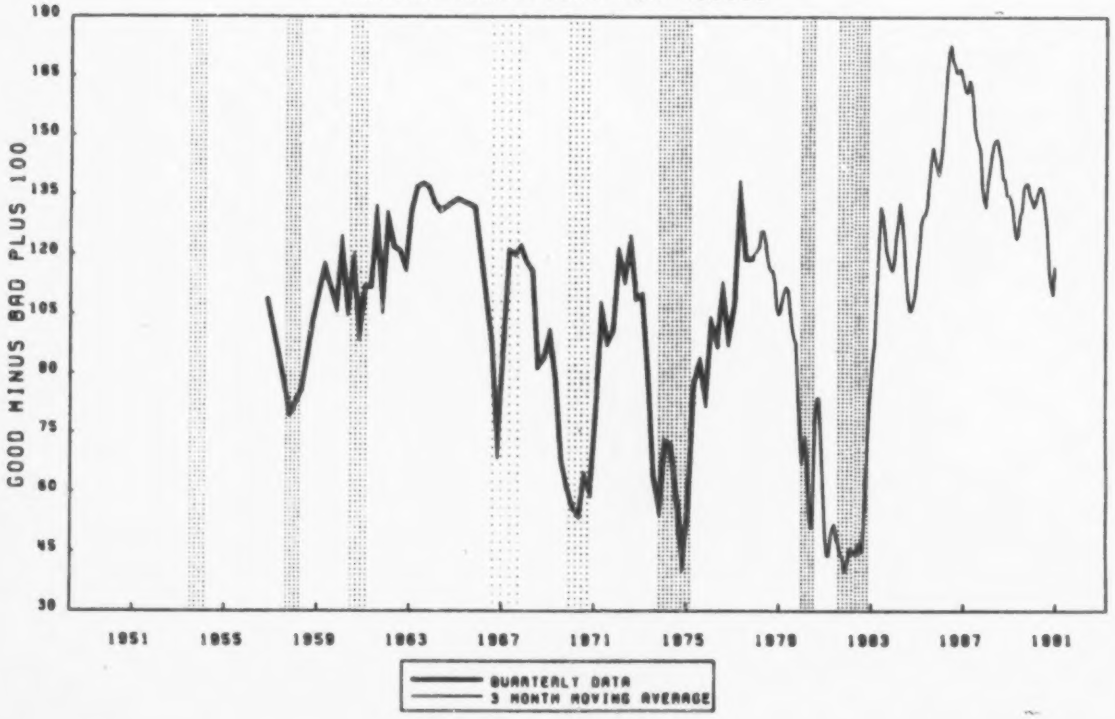


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY	64%	62%	66%	68%	66%	65%	66%	59%	58%	50%	54%	55%	61%
UNCERTAIN, DEPENDS	7	4	4	4	4	4	4	4	4	6	3	4	4
BAD TIME TO BUY	29	34	30	28	30	31	30	37	38	44	43	41	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

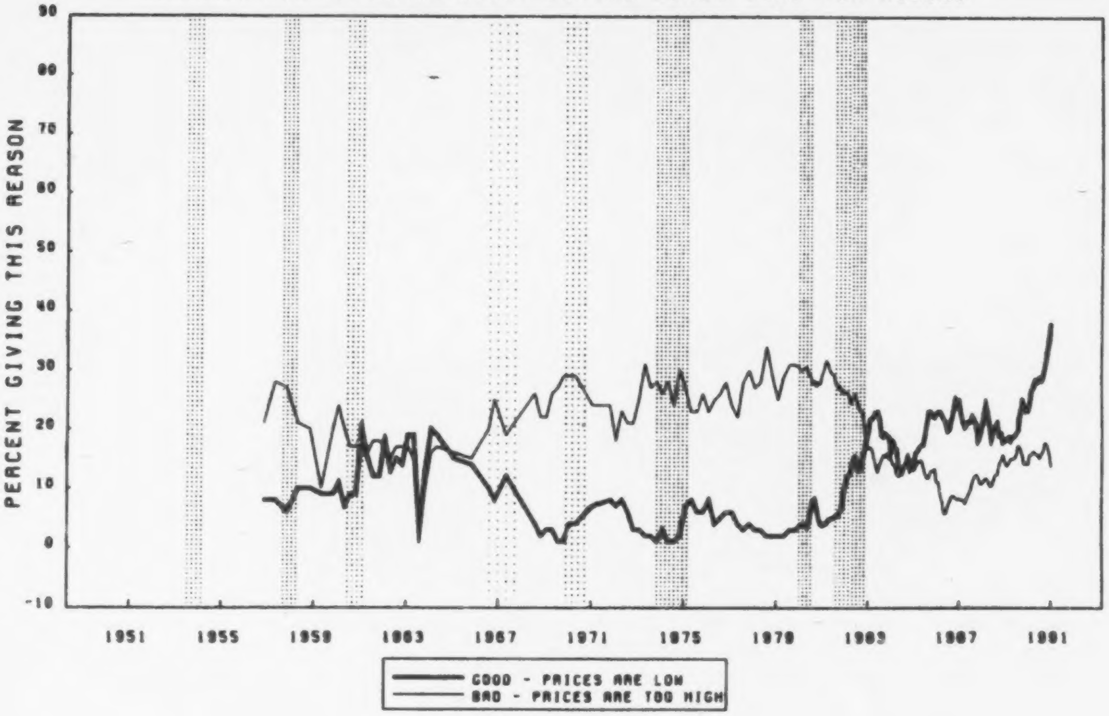


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

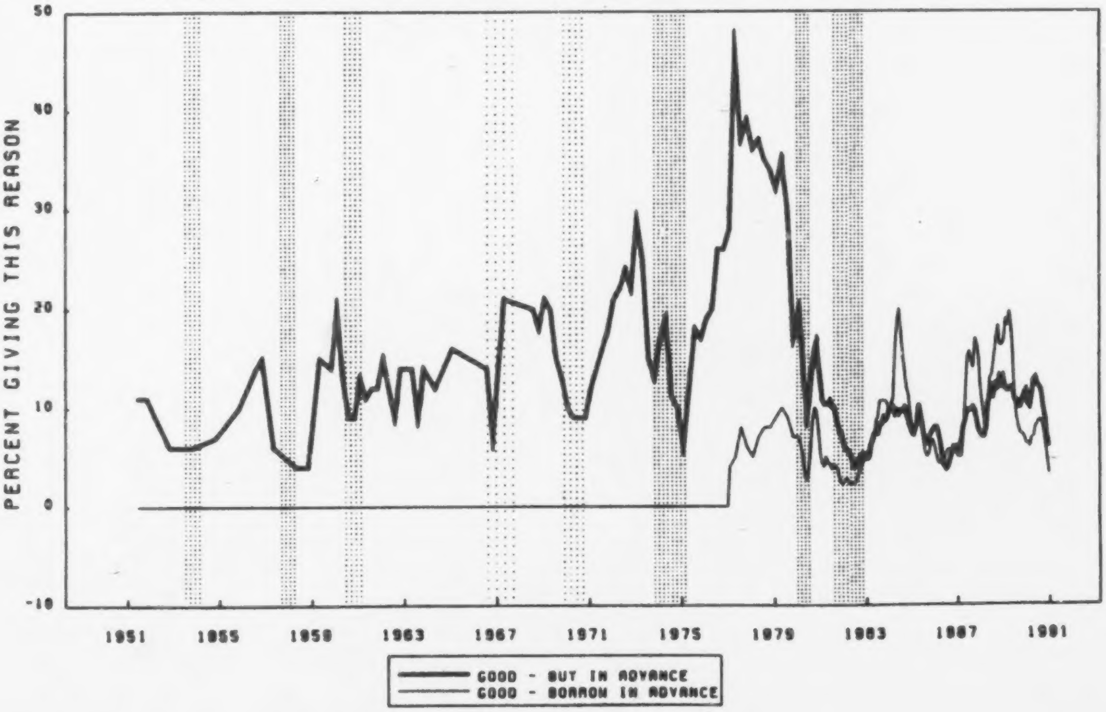


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	26%	25%	29%	27%	29%	28%	29%	28%	30%	34%	34%	38%	42%
Prices won't come down; are going higher	10	9	11	14	13	12	12	12	11	7	9	5	4
Interest rates are low	31	25	28	25	17	24	24	21	15	11	13	17	31
Borrow-in-advance of rising interest rates	4	8	6	7	8	9	8	9	9	6	5	4	1
Good investment	8	6	6	9	7	9	6	5	7	3	6	3	4
Times are good; prosperity	2	3	4	5	4	1	2	2	1	1	1	1	1
BAD TIME TO BUY:													
Prices are high	14	18	15	16	16	15	14	18	17	18	17	13	11
Interest rates are high; credit is tight	13	18	18	14	14	19	19	20	22	22	20	20	14
Times are bad; can't afford to buy	6	8	5	7	6	4	4	8	7	10	10	10	10
Bad times ahead; uncertain future	4	2	4	1	2	5	1	6	4	12	12	11	10

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

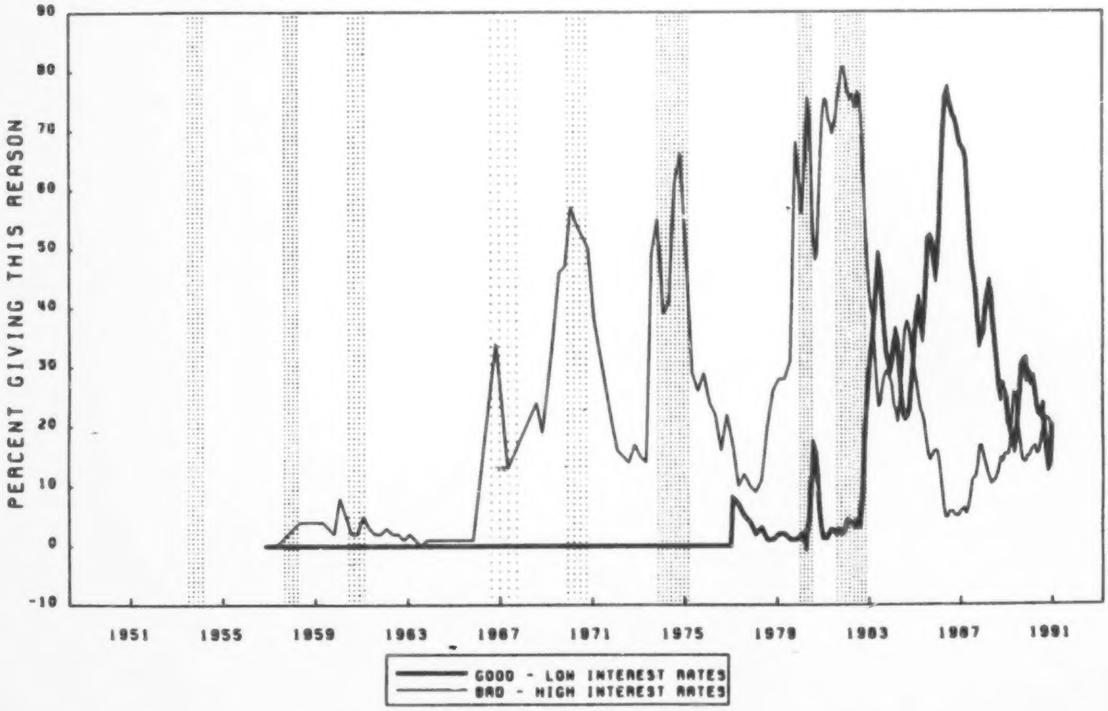


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

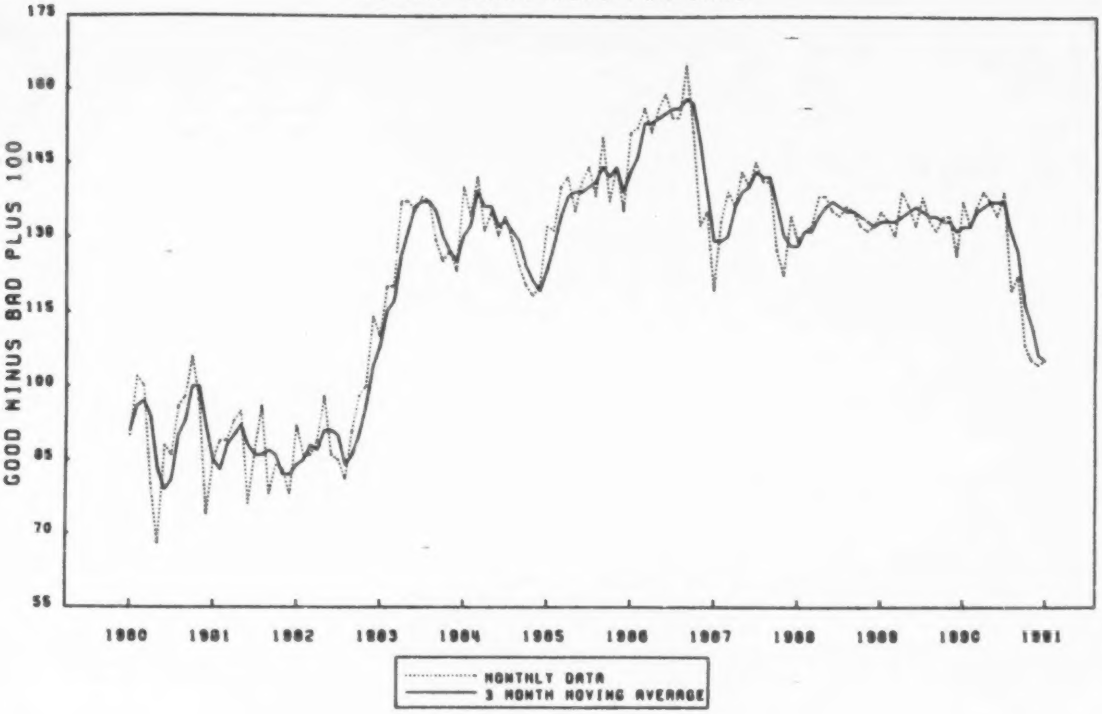


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

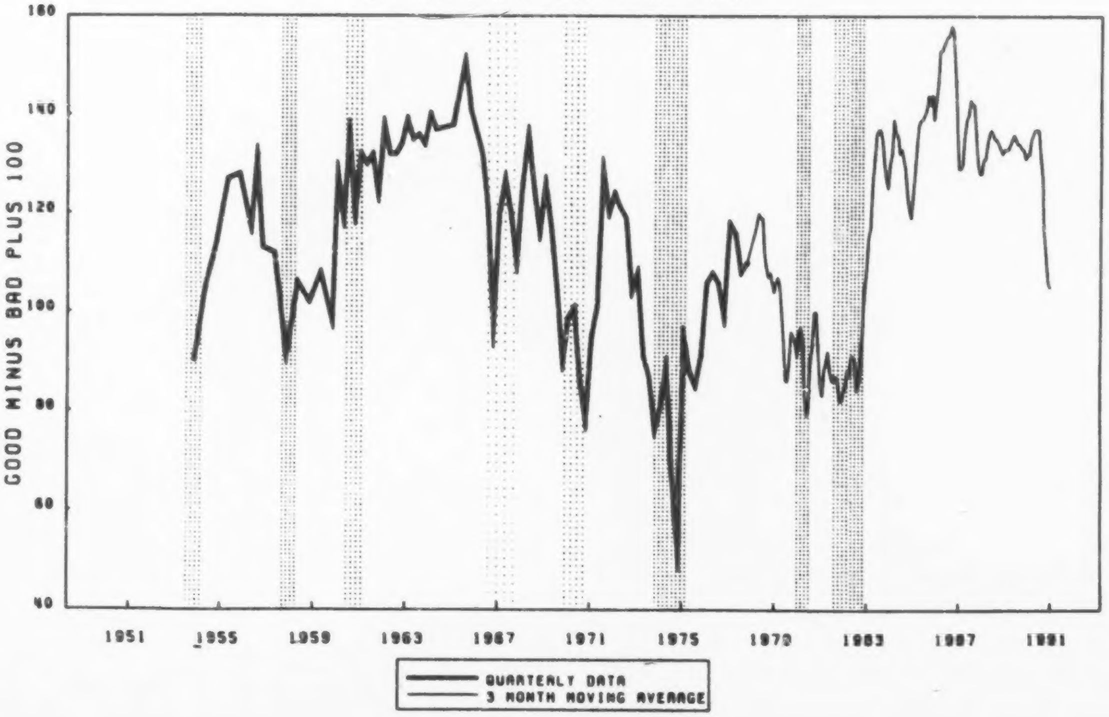


TABLE 25

BUYING CONDITIONS FOR CARS

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY	63%	63%	65%	66%	64%	63%	65%	57%	59%	50%	50%	47%	48%
UNCERTAIN; DEPENDS	11	6	6	7	9	8	9	5	4	8	5	10	9
BAD TIME TO BUY	26	31	29	27	27	29	26	38	37	42	45	43	43
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	511	503	504	504	500	500	500	502	503	501	504	531

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

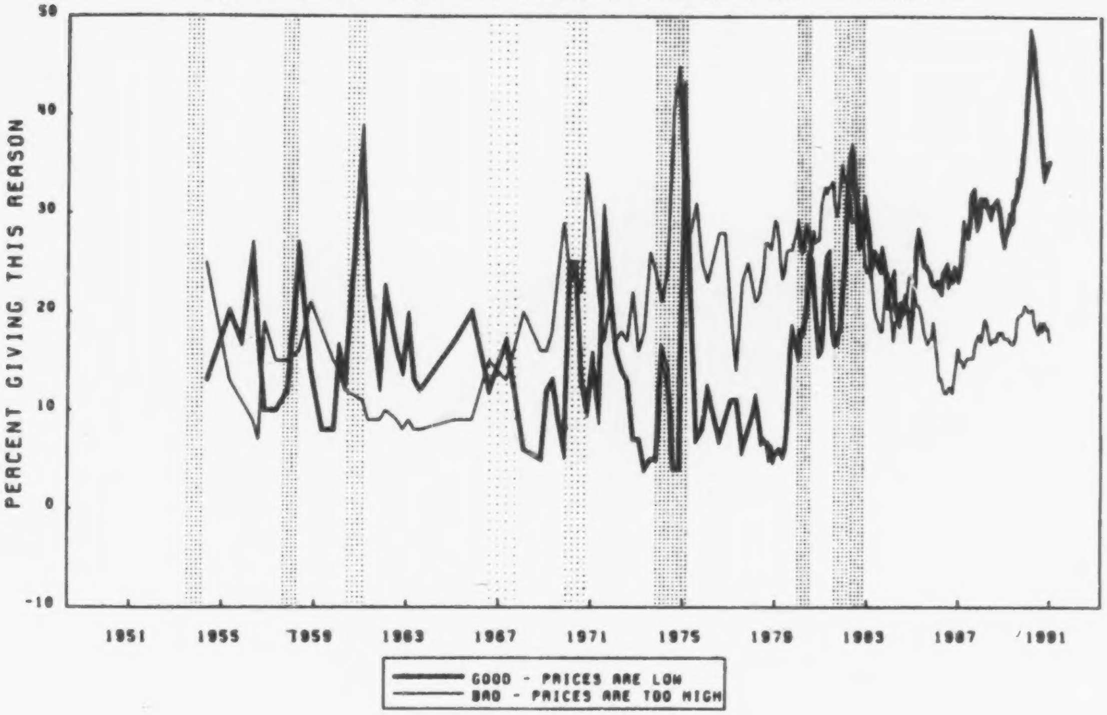


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

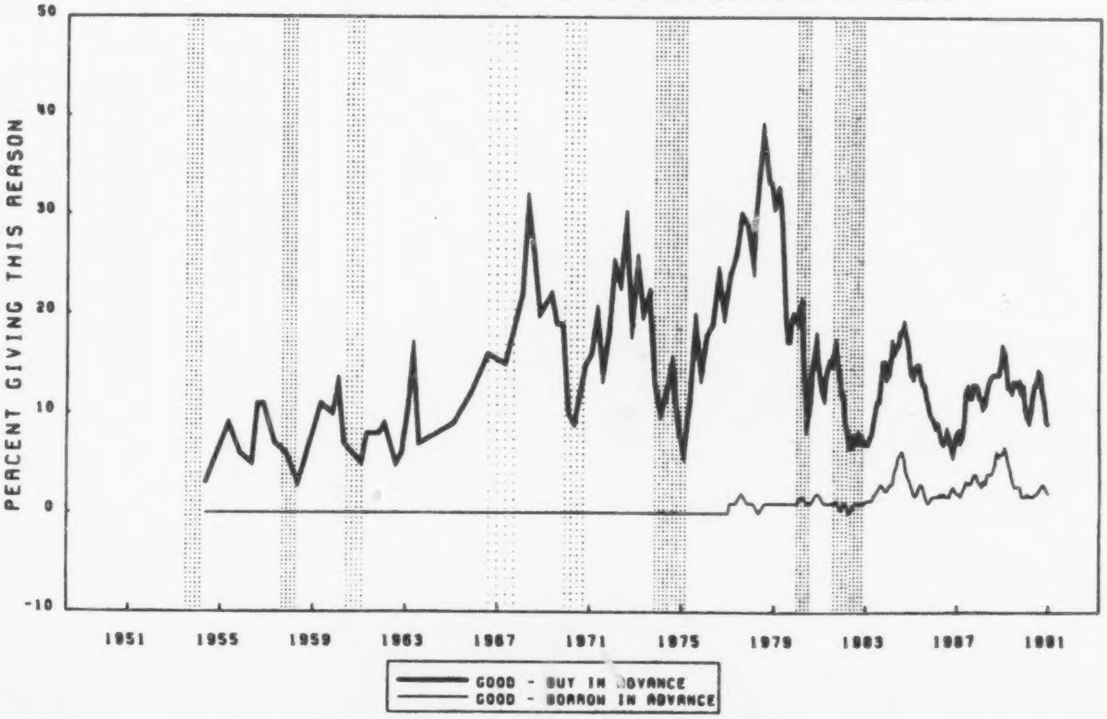
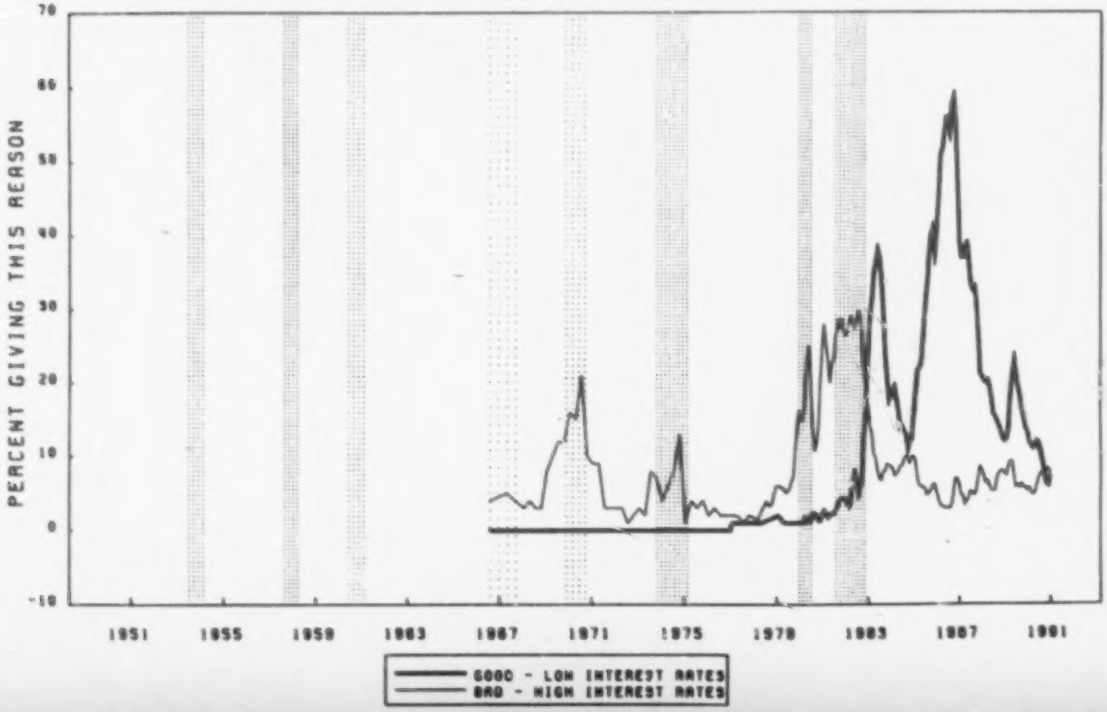


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Jan. 1990	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	48%	48%	48%	45%	41%	41%	41%	32%	34%	35%	34%	36%	36%
Prices won't come down; are going higher	10	8	10	13	12	14	13	16	13	8	13	7	7
Interest rates are low	12	11	11	11	12	13	10	9	9	5	5	8	9
Borrow-in-advance of rising interest rates	2	2	1	2	2	2	2	3	3	3	2	2	2
Times are good; prosperity	2	2	2	2	1	2	2	1	1	1	1	1	2
New fuel efficient models	*	*	1	1	1	*	*	1	4	2	1	1	1
BAD TIME TO BUY:													
Prices are high	17	22	21	18	17	20	16	21	17	19	19	17	15
Interest rates are high; credit is tight	5	6	4	4	7	7	7	9	7	8	10	7	6
Times are bad; can't afford to buy	2	4	4	4	2	3	5	3	4	8	6	7	11
Bad times ahead; uncertain future	2	2	2	2	2	3	1	6	5	10	10	13	12
Price of gas; shortages	*	*	*	*	*	1	*	5	10	12	7	7	5
Poor selection; quality	3	3	4	2	3	4	3	3	3	4	4	2	2

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

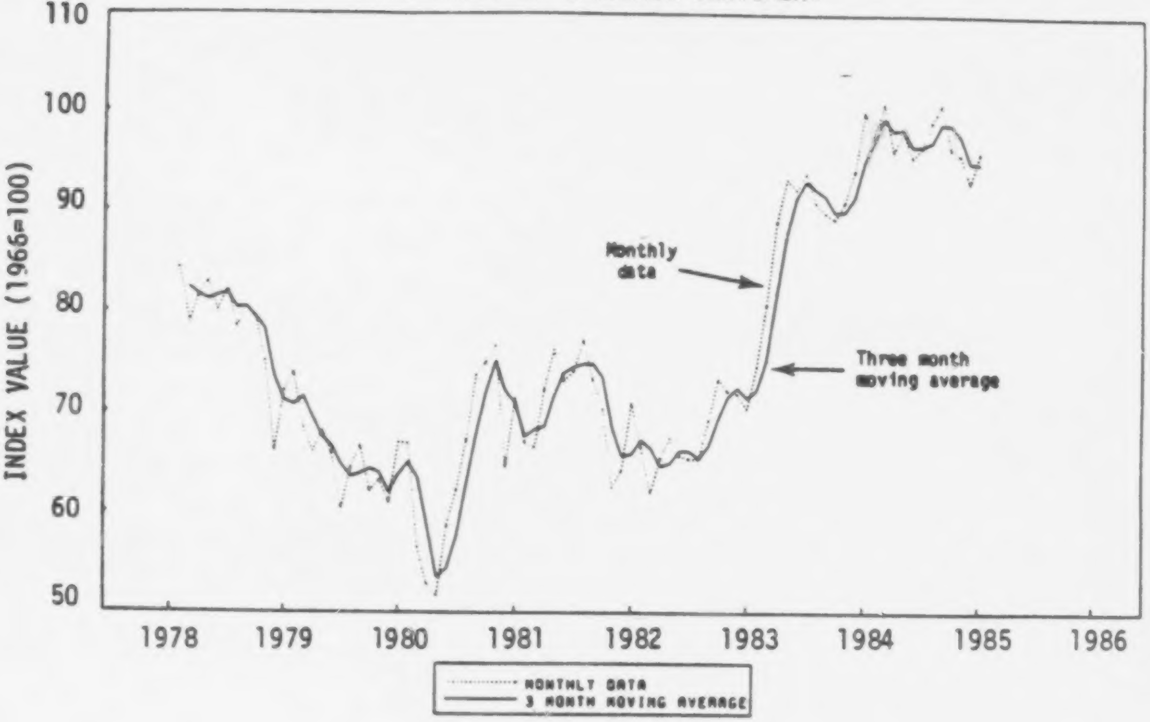
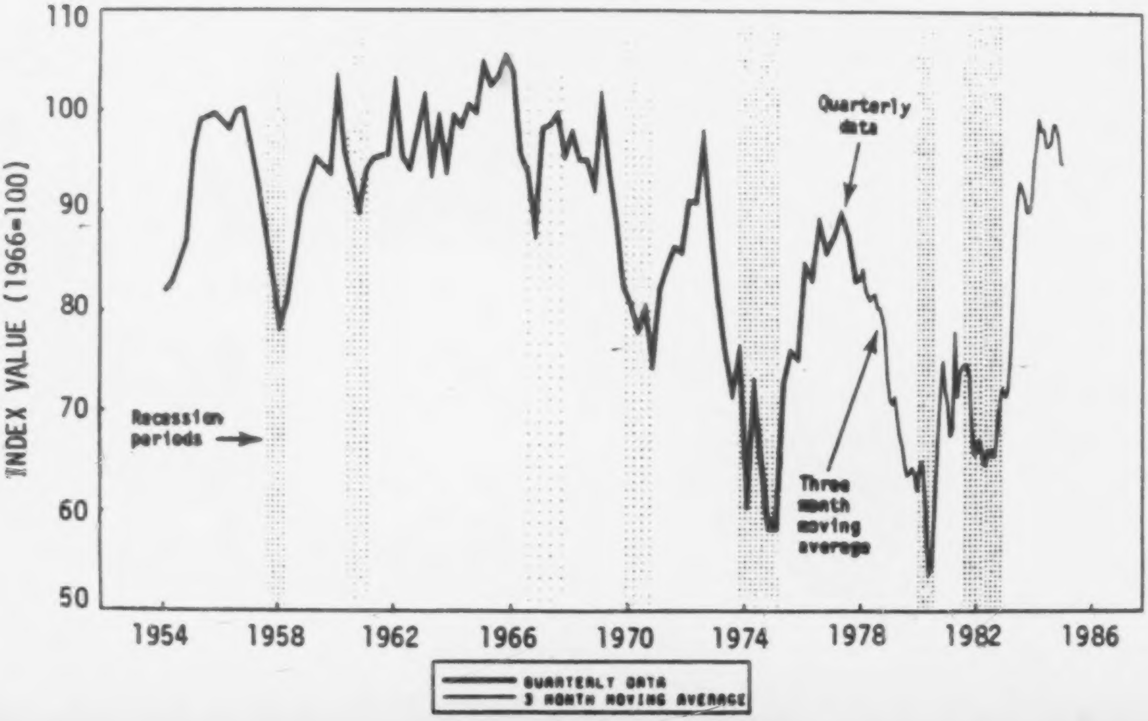


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 - October		1949
July	1953 - May		1954
August	1957 - April		1958
April	1960 - February		1961
June	1966 - November		1967*
December	1969 - November		1970
November	1973 - March		1975
January	1980 - July		1980
July	1981 - November		1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

JAN
1991
SUMMARY

January 1991 Monthly Survey February 8, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER CONFIDENCE REFLECTS CHANGING TIDES OF WAR

Index Unchanged At Low Level

In the January 1991 survey, the Index of Consumer Sentiment was 66.8, although an insignificant difference from the fourth quarter 1990 average of 65.1, it has inched upward since the October low of 63.9 was recorded.

Following the sharp plunge in confidence from August to October, confidence has stabilized at low levels. The January 1991 survey gives further evidence that the downward momentum has all but disappeared, and even provided some signs of improvement. Interest rate expectations improved considerably, and have led to improved attitudes toward buying conditions for homes. The inflation rate was expected to moderate during the year ahead, and helped to lessen concerns about declines in real incomes. While most families expected bad times financially in the economy as a whole to persist during the year ahead, fewer families expected the national economy to further worsen.

It is tempting to cite these shifts as evidence that the trough in consumer confidence has been reached, with improvements likely to follow in coming months. There are two major reservations to this conclusion. First, the improvements have on the whole been rather meager given the size of the losses. Such small shifts in attitudes are also consistent with the view that attitudes will continue to track in a horizontal path, at low levels, acting to prolong rather than deepen the recession. Indeed, such a sideward zigzag pattern of change is the most likely prospect at present.

The second, and perhaps the most important factor, involves the course of developments in the Persian Gulf war. The widespread concern and uncertainty caused by the crisis, which came at a time when confidence had already been weakened, prompted a rapid and sharp plunge in confidence. Before the start of the war, predictions of a quick resolution were as common as fears of an extended conflict. With such an heightened sense of uncertainty about the potential course of the war, expectations were unstable and therefore vulnerable to change depending on the events of the day.

Prior to the start of the war, the Index of Consumer Sentiment stood at 66.0 for the first half of January, then rose during the first week of the war to 75.0, and subsequently fell to 61.5. In general, the same pattern held across most attitude and expectation measures, indicating that the initial reports of success, which raised hopes for a quick resolution, did improve confidence, but the gain quickly faded. Prospects for the economy for the year ahead showed the greatest improvement immediately following the start of the war, and correspondingly, the greatest subsequent decline. The swing in attitudes was particularly sharp among respondents under age 35.

As the weeks pass, these expectations about the probable course of the war are likely to become less volatile, as consumers come to expected day-to-day variations in successes and casualties. At present, however, much of the concern is focused on the "ground war," which may well repeat the past volatile pattern in attitudes at the time of its inception. Importantly, uncertainty is an unstable condition, and depending on developments, will yield over time to entrenched pessimism or renewed optimism.

Without doubt, a prompt and decisive end to the war would be the best springboard toward renewed optimism. It would not, however, immediately erase all of the concerns of consumers--lagging incomes, increasing unemployment, declining real estate values, nor concerns about the problems facing financial institutions. On the other hand, a protracted war would likely prolong the slump in confidence.

Small Shifts Among Population Subgroups

The Index of Consumer Sentiment among families with incomes of $40,000 or more rose slightly in the January 1991 survey to 73.4 from the fourth quarter 1990 average of 71.1.

The January 1991 survey recorded an improvement in confidence among residents of the Northeast, with the Index rising to 63.3 in January from 55.6 in December. Despite this improvement, confidence among residents of the Northeast still remained lowered than any of the other regions.

Sentiment among residents of the other regions remained insignificantly different from the prior month. Among Western residents, the Index rose slightly to 65.7 in January from 64.7 in December. The Index among Southern residents fell to 67.9 in January from 68.4 in December, while among residents of the Midwest the Index fell to 68.7 in January from 69.4 in December.

Leading Indicator Component Posts Third Small Gain

The Index of Consumer Expectations rose slightly to 55.2 in the January 1991 survey from 53.7 one month earlier and the recent low of 50.9 three months earlier. Although the past three monthly gains taken together do indicate a significant improvement, the size of the improvement is still very meager compared to the extent of the recent loss. A year ago, the Index of Consumer Expectations stood at 83.4, leaving the January 1991 Expectations Index figure still one-third lower than in January 1990.

In contrast to the small gains in the Expectations Index, the Index of Current Economic Conditions has remained unchanged during the past three months. The Current Conditions Index stood at 84.9 in the January 1991 survey, nearly identical with the fourth quarter 1990 average of 85.0.

Outlook for Inflation Improves

Consumers expected an annual rate of inflation of 5.1% in the January 1991 survey, down from 5.5% one month earlier and the recent high of 6.1% three months ago.

Moderation in Inflation Improves Personal Finances

Consumers' assessments of their financial situation improved in the January 1991 survey. The improvement, however, was mainly due to lower prices rather than greater income gains. Thus, the proportion reporting an improved financial situation in January 1991 was largely unchanged from the year-end figures, but the proportion reporting worsening finances declined significantly. The same pattern held for prospects for the year ahead, as the change was mainly in that fewer consumers expected a worsening financial situation.

Among all families, the proportion that reported that their financial situation had worsened during the past year fell to 30 percent in the January 1991 survey, from 35 percent one month earlier and 39 percent three months earlier. The decline in the number of families that reported a worsening financial situation was mainly due to fewer complaints about rising prices, mentioned by just 14 percent in January 1991, down from 20 percent one month earlier and 24 percent three months earlier.

Consumers also viewed prospects for their financial situation during the year ahead more favorably. In the January 1991 survey, 32 percent of all families expected their financial situation to improve, up from 26 percent in December. Compared with three months ago, the proportion of families that expected improvement increased by a smaller amount (32, up from 29 percent), than the decline in the number of families that expected to be worse off (14, down from 24 percent).

Recession Expected to Persist But Not Worsen

Very little change was recorded in consumers' assessments of current conditions in the national economy in the January 1991 survey. Most families considered the economy in recession--81 percent in January, just above the 79 percent recorded in December, and the highest figure recorded since the recession year of 1982.

Most families also expected bad times financially in the economy as a whole to persist during the year ahead (70 percent in January, just below the 72 percent recorded in December). Although bad times were expected to persist, the proportion that expected them to further worsen fell in the January survey. Among all families, 30 percent expected the economy to worsen, down from 35 percent one month earlier and the recent high of 43 percent three months ago. Importantly, more families still expected worsening conditions rather than improving conditions in the national economy (30 versus 24 percent).

Rising Unemployment Dominant Concern

The national unemployment rate was expected to increase during the year ahead by 62 percent of all families in the January 1991 survey, unchanged from the year-end figures.

Interest Rates Expected to Decline

Interest rates were expected to decline during the year ahead by 42 percent of all families in the January 1991 survey, up sharply from 32 percent one month earlier and 17 percent three months earlier. Overall, more families expected interest rate declines in the January 1991 survey than at any other time during the past eight years. This follows the typical cyclical pattern, with the proportion that expect interest rate declines rising sharply during recessions.

Lower Mortgage Rates Improve Home Buying Attitudes

Favorable attitudes toward home buying conditions were held by 61 percent of all families in the January 1991 survey, up from 55 percent one month earlier and 50 percent three months earlier. In supporting these more favorable assessments, 31 percent of all families in the January 1991 survey mentioned lower mortgage rates, up substantially from the 17 percent recorded one month earlier and 11 percent recorded three months earlier.

The January 1991 survey also recorded a new all-time record in the proportion of families that reported declines in home prices. Among all families, 42 percent mentioned lower home prices when asked to explain their views on buying conditions, up from the prior record of 38 percent recorded in December.

Vehicle Buying Attitudes Remain Unchanged

In the January 1991 survey, 48 percent of all families held favorable attitudes toward buying conditions for vehicles, which is insignificantly different from the year-end 1990 figures. Overall, the proportion holding favorable vehicle buying attitudes remains substantially below the 65 percent recorded in July, prior to the invasion of Kuwait.

The major reason underlying this decline is not due to prices or interest rates, but to a continued high level of concern and uncertainty about economic conditions. In the January 1991 survey, 36 percent mentioned the availability of price discounts, down slightly from the 41 percent recorded in July. The availability of discounted interest rates on vehicle loans was mentioned by 9 percent in January 1991, just below the 10 percent recorded in July.

In contrast, the proportion that referred to their concerns about current economic conditions and uncertainty about future prospects totaled 23 percent in January 1991 (an all-time high), up from just 6 percent in July. It has been these concerns that have played the dominant role in promoting the postponement of these purchases.

Buying Attitudes toward Household Durables Weaken

Attitudes toward buying conditions for appliances, furniture, home electronics, and other larger household durables, continued to sag in the January 1991 survey. Among all families, 53 percent reported favorable buying conditions for household durables, down from 55 percent one month earlier and 73 percent six months ago. Like vehicle buying attitudes, it has not been prices or interest rates that have been responsible for the slide in favorable attitudes, but concerns and uncertainty about economic conditions.

The availability of price discounts was mentioned by 31 percent of all families in the January 1991 survey, the highest level since 37 percent was recorded in July prior to the start of the Persian Gulf crisis. In contrast, 29 percent of all families referred to their concerns about current economic conditions and uncertainty about future prospects as the basic reason for their unfavorable views. This is nearly five times higher than the July reading, and represents the highest proportion that has ever been recorded.

* * *

The January 1991 survey included 531 completed interviews conducted between January 2 and January 28, 1991.

February 1991 Monthly Survey March 8, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER CONFIDENCE INCHES UPWARD

Confidence Improves

Consumer sentiment continued to improve in the February 1991 survey, posting its largest one-month gain since the October 1990 low. In the February 1991 survey, the Index of Consumer Sentiment was 70.4, up from 66.8 in January, and the recent low of 63.9 in October 1990.

The improvement recorded in the February survey does not reflect consumers reactions to the conclusion of the war, as all of the February interviews were completed prior to the end of the Gulf war. The very successful conclusion of the war can be expected to have a further positive impact on consumer attitudes--at least in the short term. The more important issue is whether the improvement can be sustained after the initial euphoria fades.

Attitudes Positioned At Turning-Point

The overall trends in the various attitude and expectation measures reflect the type of movements usually associated with turning-points around trough levels: future prospects have started to brighten while evaluations of the current economic situation remained negative. To be sure, the February data has thus far only indicated the very early stages of improvement. Thus, at present a growing number of consumers think that the economy will not further worsen, not that good times will be quickly restored. Expectations of lower inflation rates as well as declines in interest rates have played an important role in the improvement.

Leading Indicator Continues to Improve

The Index of Consumer Expectations posted its fourth consecutive monthly improvement since reaching its October 1990 low. Although the strong February gain of 6.8 Index-points puts the Expectations Index more than 10 Index-points above its October low, it still remains nearly 20 Index-points below the year earlier reading.

The entire February gain was in improved prospects for the future, as evaluations of current economic conditions continued to decline. The Index of Current Economic Conditions fell slightly to 83.7 in February from 84.9 in January, to mark its lowest level since the recessions of the early 1980s.

Improvement Across All Regions

The February improvement in sentiment was greatest among residents of the North Central region (75.7 in February, up from 68.7 in January), followed by residents of the West (70.9, up from 65.7 in January), and residents of the South (70.8, up from 67.9 in January). Residents of the Northeast posted the smallest improvement (64.3 in February, up from 63.3 in January).

Among families with incomes of $30,000 or more, the Index was 73.9 in February, unchanged from the 73.7 recorded one month earlier, but above the 68.7 recorded three months earlier.

Recession Lowpoint Reached: Some Improvement Expected

While the vast majority of families still thought that the economy was in recession in the February 1991 survey (78 percent, insignificantly below the January peak of 81 percent), the proportion of families that saw improvement on the horizon continued to grow. Among all families in the February 1991 survey, 27 percent thought that the economy would improve during the year ahead, marking the fifth consecutive monthly improvement since the low of 11 percent recorded in the September 1990 survey. At the same time, the proportion that expected the economy to worsen fell to 29 from 43 percent.

While consumers viewed prospects for the national economy more favorably in the February 1991 survey, most families still expected bad times overall. Among all families in the February 1991 survey, 64 percent still expected bad times financially in the economy as a whole during the year ahead, down from 70 percent one month earlier and 74 percent three months ago. Just 20 percent expected good times financially in the economy as a whole during the year ahead, up from 12 percent at year-end 1990.

The national unemployment rate was expected to increase during the year ahead by 56 percent of all families in the February 1991 survey. Although the majority still expected the unemployment rate to increase, the February reading was below the 64 percent peak recorded three months earlier.

Consumers' evaluations of government economic policies improved significantly in recent months. Among all families in the February 1991 survey, 24 percent rated government economic policies poor, down from 31 percent one month earlier and 40 percent three months earlier. Most of the change was toward the view that government was doing a "fair" job (58 percent, up from 49 percent three months earlier), rather than toward the view that the government was doing a "good" job (15 percent, up from 8 percent three months earlier).

Interest Rates Expected to Decline

The February 1991 survey recorded the fifth consecutive monthly improvement in interest rates expectations. More families expected interest rates to decline in the February 1991 survey than at any other time since the end of the last recession in the early 1980s. Among all families in the February 1991 survey, 43 percent expected interest rates to decline during the year ahead, more than twice the 21 percent recorded three months earlier, and nearly three times higher than the September 1990 low of 14 percent. The proportion that expected increases in interest rates during the year ahead fell to 31 percent in February, from 57 percent three months ago and less than half the 63 percent peak recorded in September 1990.

Personal Finances: Less Harm From Prices But No Help From Income

Consumers' assessments of their current financial situation weakened in the February 1991 survey due to smaller income gains. Among all families, 32 percent reported being better off financially than a year earlier in the February 1991 survey, down from 34 percent in January and 38 percent in February 1990. Income increases were reported by 25 percent of all households in February; nearly as many households, 21 percent, reported income declines. In comparison, in the February 1990 survey, almost twice as many households reported income increases as income declines (30 versus 16 percent).

For the year ahead, consumers were less negative about prospects for the personal financial situation, because of expected declines in the rate of inflation. Among all families in the February survey, just 12 percent expected to be worse off financially, down from 14 percent in January and half the 24 percent recorded in October 1990. While fewer expected to be worse off, the proportion that expected their financial situation to improve did not increase: 32 percent expected improvement in the February 1991 survey, unchanged from January, and only marginally above the 29 percent recorded in October. The lack of gains in positive expectations was due to continued expectations of slower income growth.

Inflation Rate Expected To Decline

The annual rate of inflation expected by consumers fell to 4.8% in the February 1991 survey from 5.1% one month earlier and the recent high of 6.1% in October 1990. This was the lowest rate of inflation expected since just prior to the start of the Gulf crisis, when an annual rate of inflation of 4.7% was expected in the July 1990 survey.

Vehicle Buying Attitudes Post Small Improvement

Favorable attitudes toward buying conditions for vehicles were held by 53 percent of all families in the February 1991 survey, up from 48 percent one month earlier. The proportion holding unfavorable car buying attitudes fell to 39 percent in February 1991 from a high of 45 percent three months earlier. The small improvement was due to more frequent references to the expectation that price discounts would be available during the upcoming year, reported by 43 percent of all families in the February 1991 survey, up from 36 percent one month earlier.

Lower Mortgage Rates Improve Home Buying Attitudes

Attitudes toward home buying conditions were unchanged in the February 1991 survey from the improved levels recorded one month earlier. Among all families in the February 1991 survey 61 percent held favorable attitudes toward home buying conditions, unchanged from January, and well above the recent low of 50 percent recorded in the October 1990 survey. The improvement since the start of the year was mainly due to lower mortgage interest rates. Among all families, 33 percent reported the availability of lower mortgage rates in the February survey, nearly twice the low of 17 percent recorded in the October 1990 survey.

Attitudes Toward Buying Conditions For Household Durables Unchanged

Unlike attitudes toward vehicles and homes, attitudes toward buying conditions for furniture, appliances, and home electronics remained largely unchanged at low levels in the February survey. The proportion of all families that reported that buying conditions for large household durables stood at 54 percent in the February 1991 survey, just above the 53 percent recorded one month earlier. Overall, buying attitudes toward large household durables have not change very much since the December 1990 survey, marking the least favorable buying opinions since the recessions of the early 1980s.

The reason given by consumers for these unfavorable buying attitudes reflect their sense of uncertainty about future economic prospects.

* * *

The February 1991 survey included 504 completed interviews conducted between January 30 and February 25, 1991.

U7475-2 A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

FEBRUARY 1991

The February 1991 survey was the 271st in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

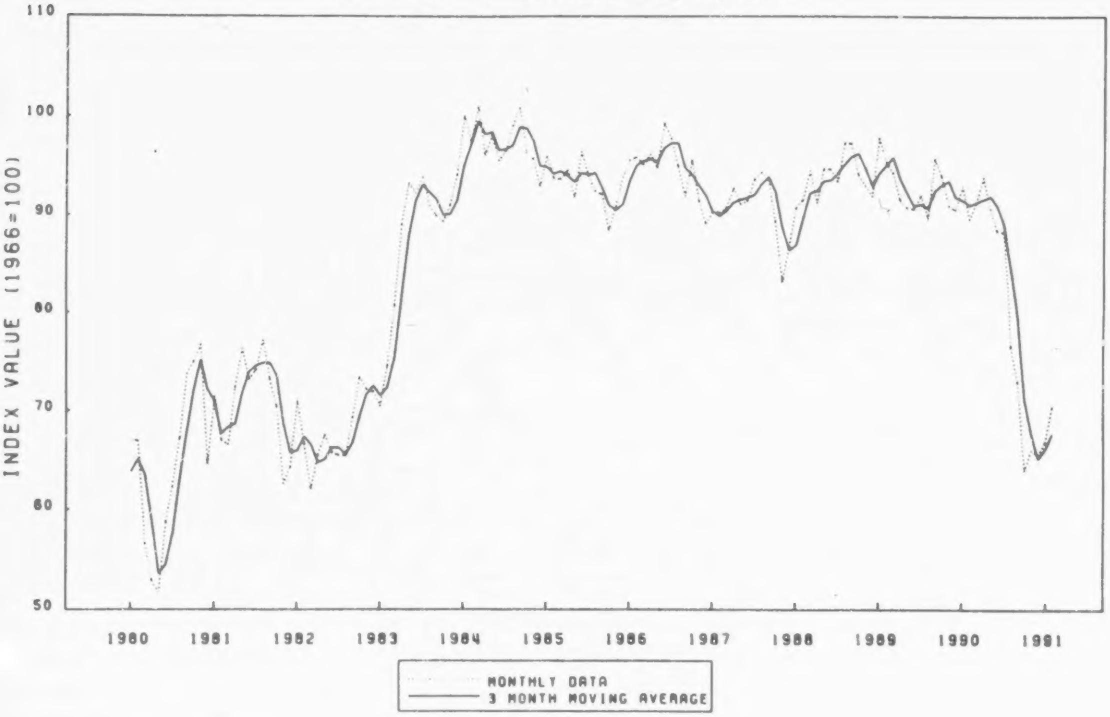


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

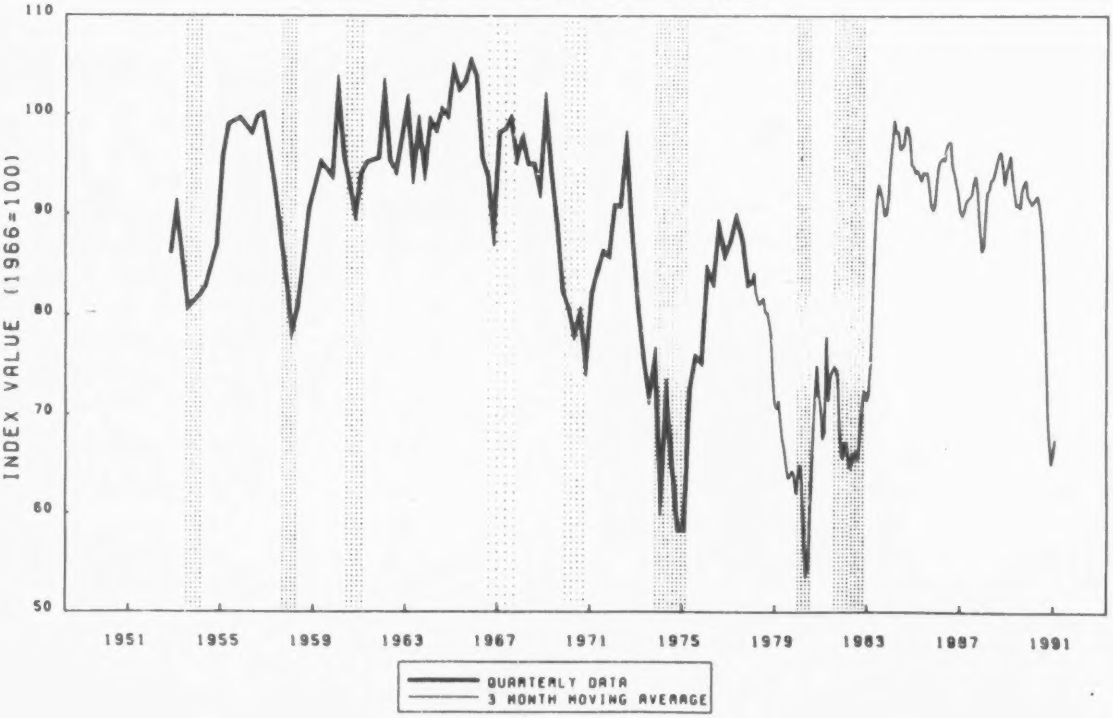


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
February	1988	91.6	98.1	100.8
March	1988	94.6	103.7	104.6
April	1988	91.2	99.1	99.6
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

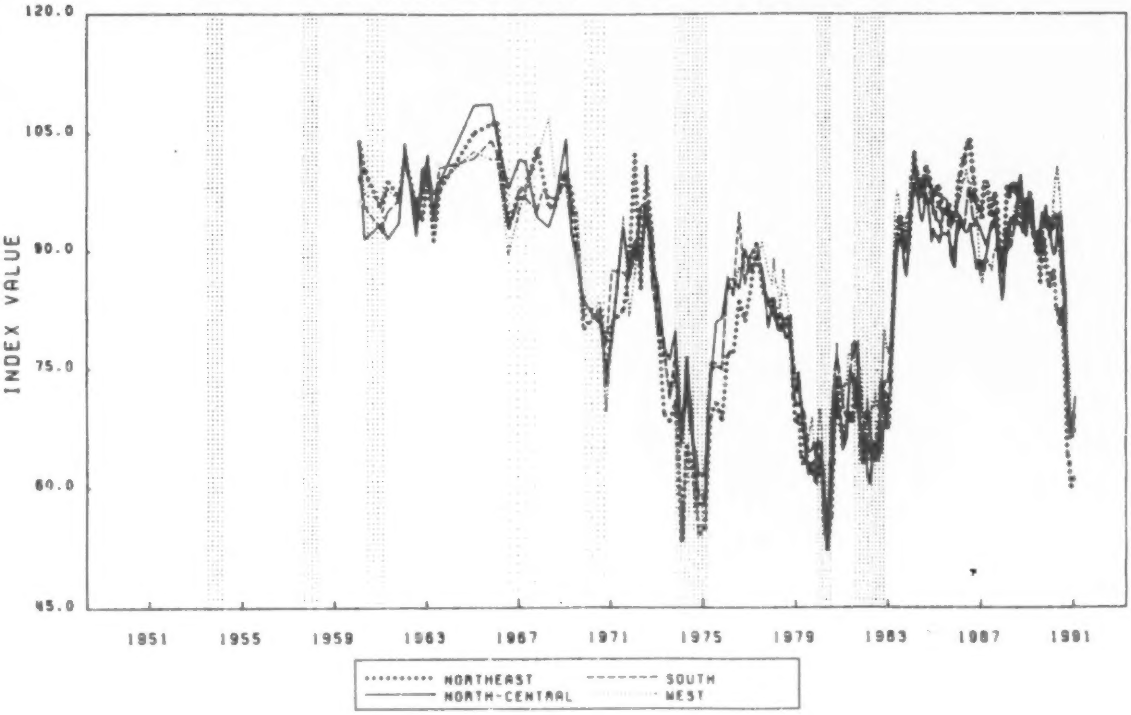


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

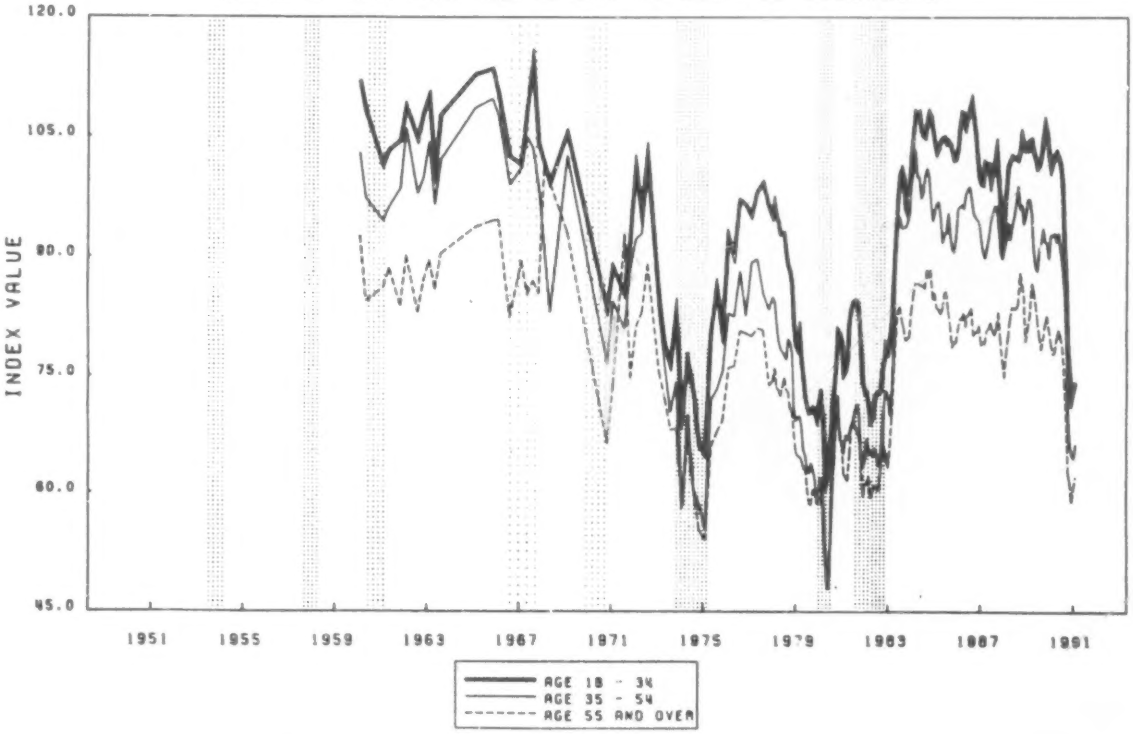


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

		CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY		North East	North Central	South	West	18-34	35-54	55+
February	1988	93.7	92.1	92.8	86.3	102.5	90.3	79.9
March	1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April	1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December	1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January	1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February	1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7

CHART 3 - RECENT CHANGES

CURRENT AND EXPECTED COMPONENTS

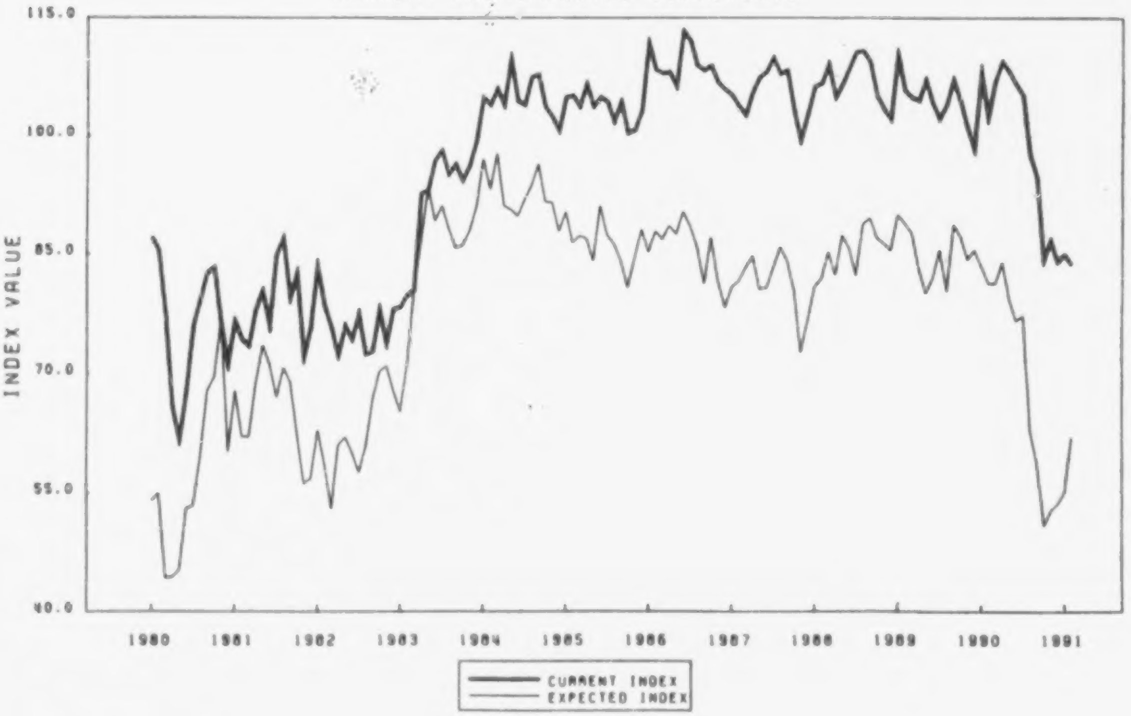


CHART 3 - HISTORICAL SERIES

CURRENT AND EXPECTED COMPONENTS

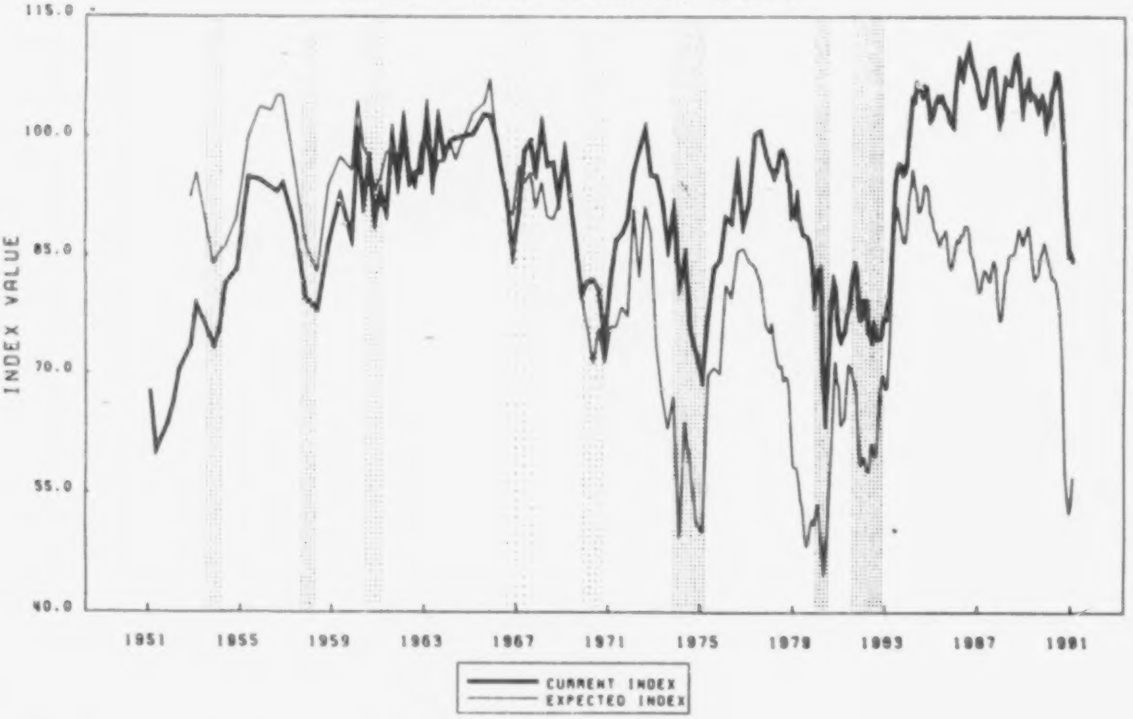


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT
INDEX COMPONENTS +

	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
February 1988	122	130	108	90	155	106.6	81.9
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7
January 1991	104	118	46	55	115	84.9	55.2
February 1991	96	120	56	71	120	83.7	62.0

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

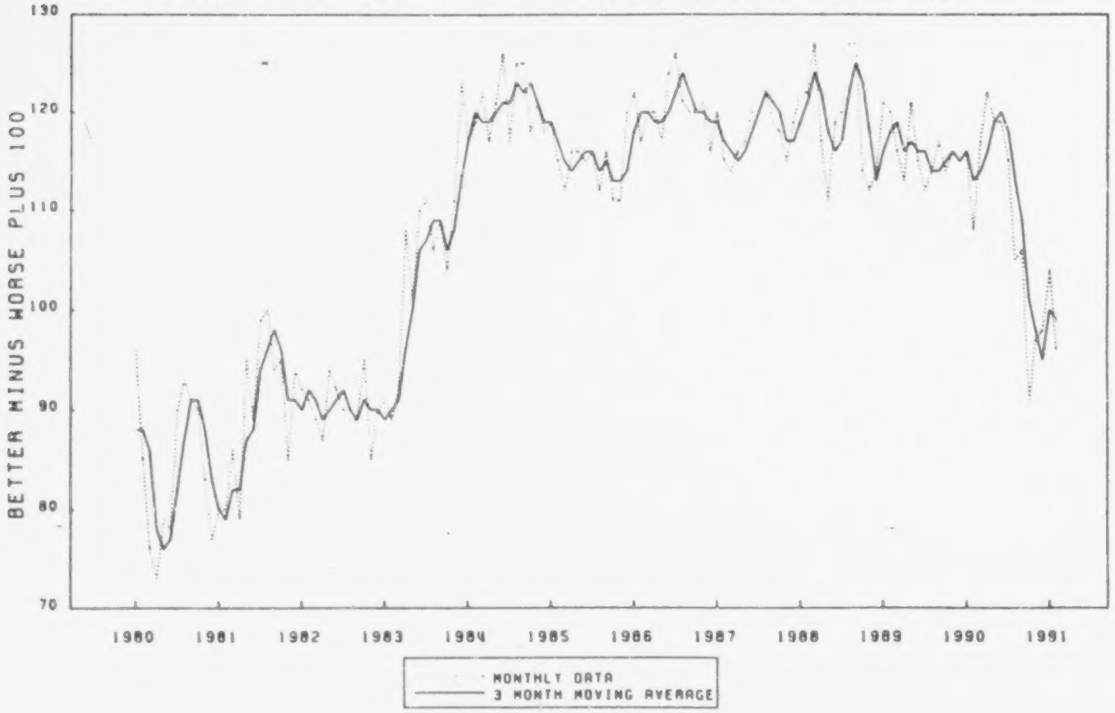


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

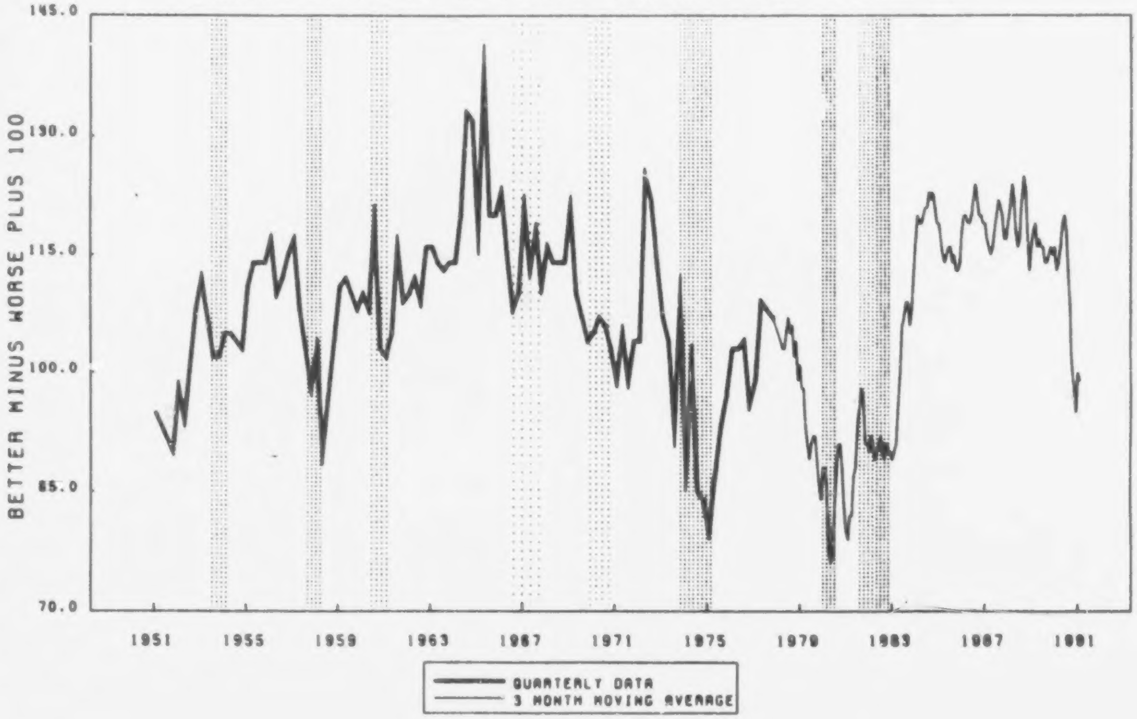


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
BETTER OFF	38%	43%	46%	43%	43%	43%	36%	36%	30%	35%	33%	34%	32%
SAME	32	30	29	33	33	29	33	34	31	27	32	35	32
WORSE OFF	30	26	24	24	24	28	31	30	39	38	35	30	36
DK,NA	*	1	1	*	*	*	*	*	*	*	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

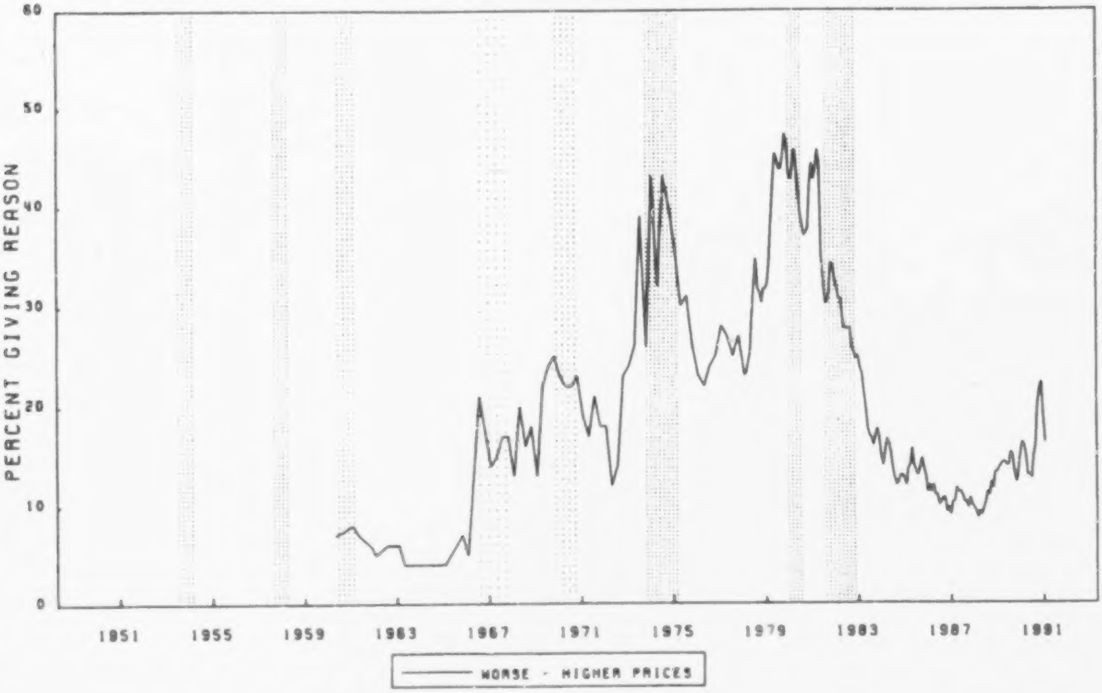


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

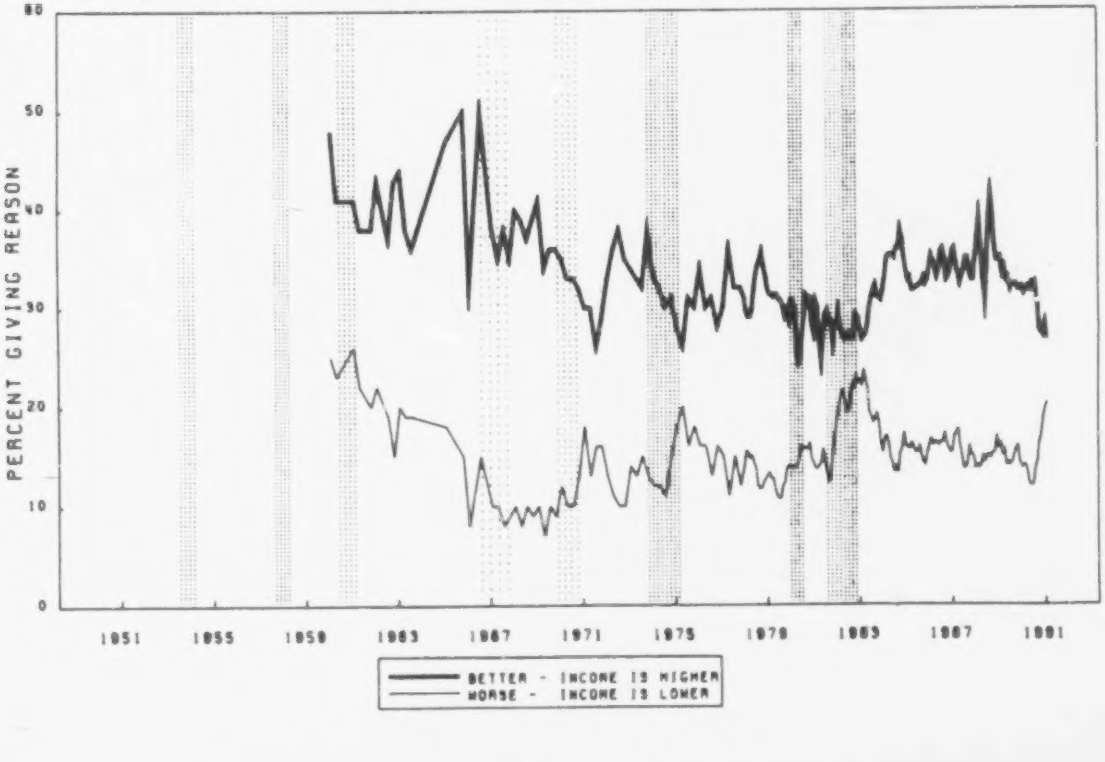


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	30%	32%	34%	29%	34%	32%	31%	28%	24%	30%	27%	28%	25%
WORSE OFF THAN YEAR AGO:													
Income is lower	16	11	13	12	11	13	17	13	19	19	18	22	21
Higher prices	17	15	13	11	15	12	18	18	24	23	20	14	15

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

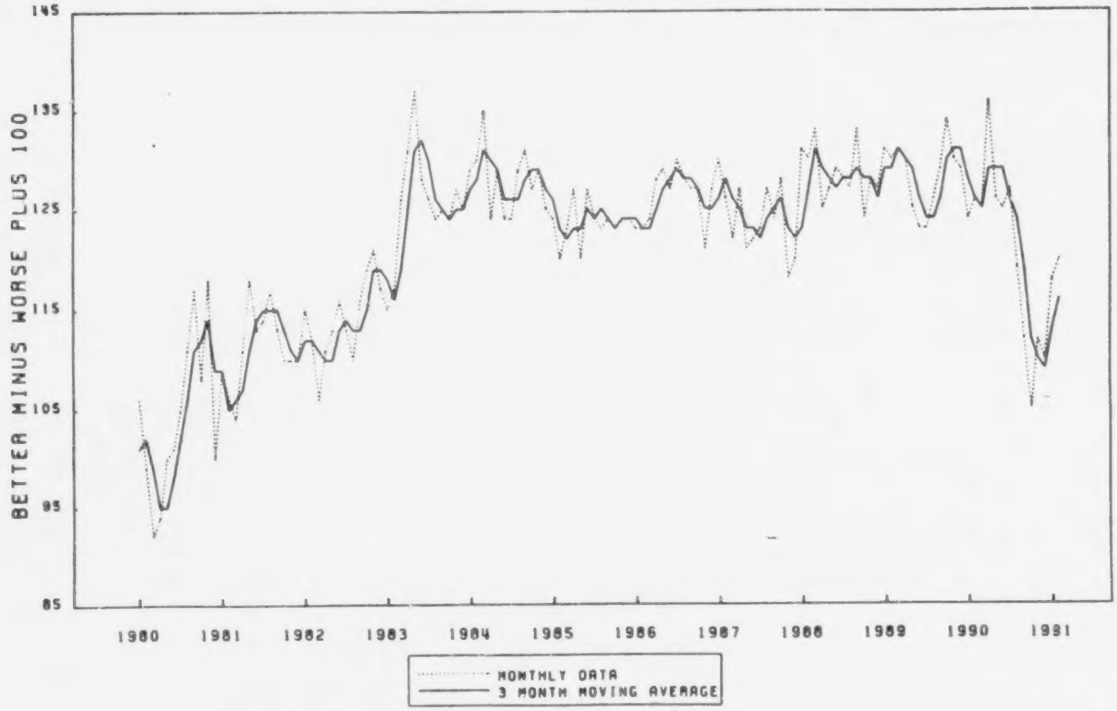


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

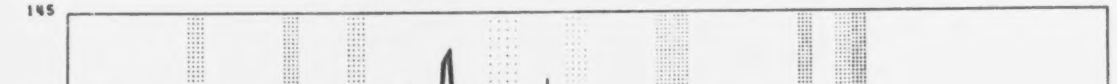


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
BETTER OFF	35%	37%	45%	38%	36%	37%	32%	29%	29%	31%	26%	32%	32%
SAME	53	49	44	48	50	51	52	52	44	46	54	51	53
WORSE OFF	9	12	9	12	11	10	13	17	24	19	16	14	12
DK,NA	3	2	2	2	3	2	3	2	3	4	4	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

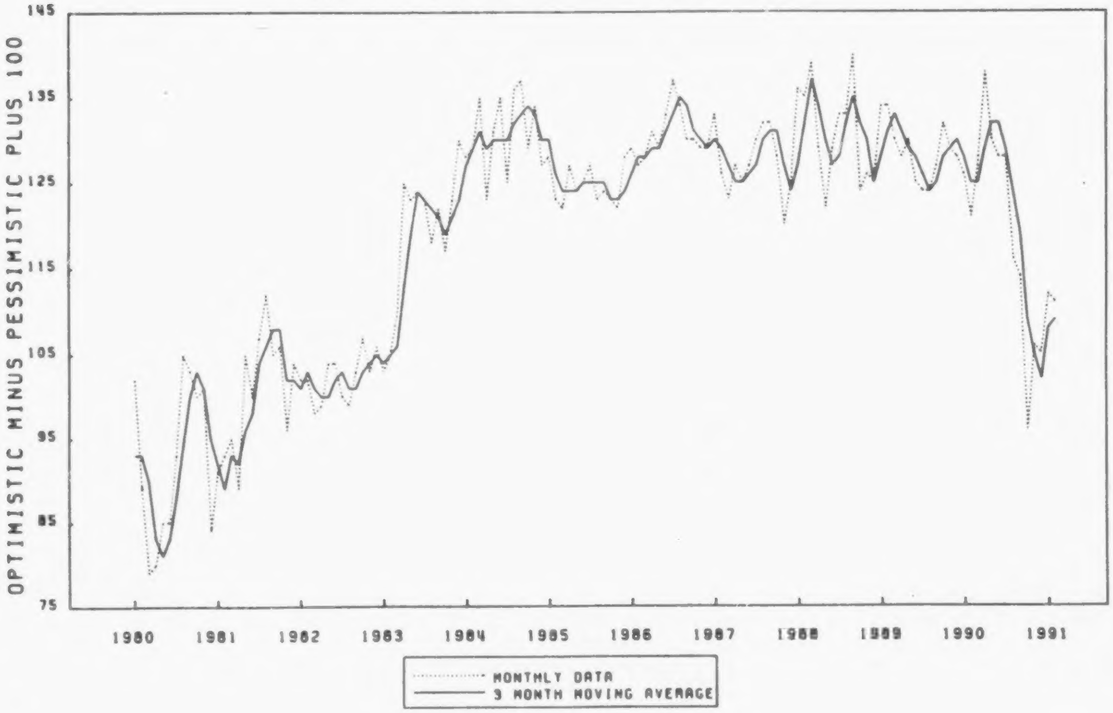


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

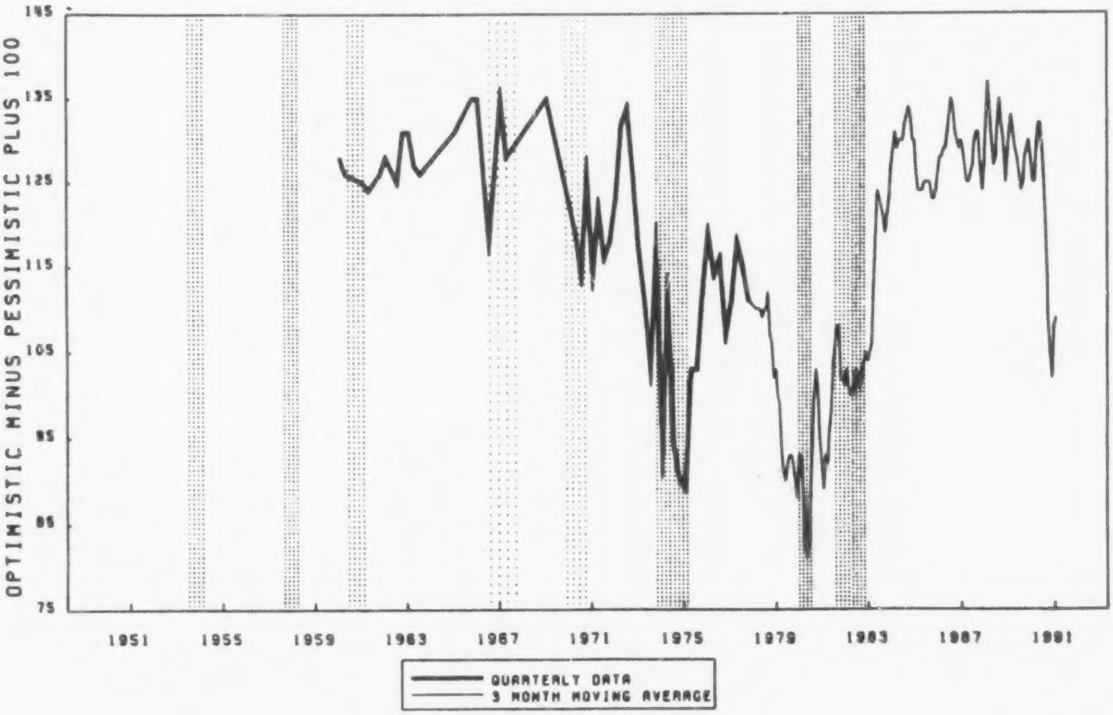


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	17%	20%	24%	22%	19%	21%	14%	14%	13%	15%	12%	16%	13%
Intermittant increase(b)	26	28	29	26	29	26	28	26	20	23	24	22	25
Remain unchanged (c)	21	17	16	21	18	20	18	21	15	13	18	21	19
Intermittant decline (d)	17	15	11	11	16	13	20	17	25	23	22	20	20
Continuous decline (e)	5	6	4	7	4	6	6	9	12	9	9	6	7
Mixed change (f)	10	10	13	11	11	12	11	11	12	13	11	11	13
DK,NA	4	4	3	2	3	2	3	2	3	4	4	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

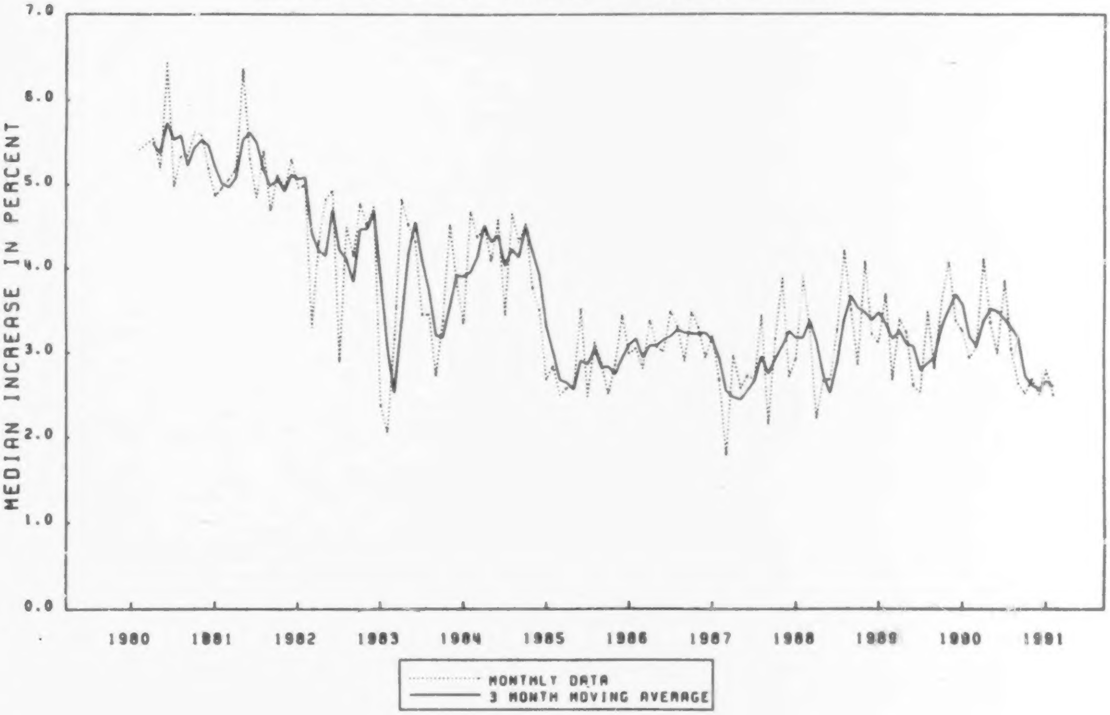


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

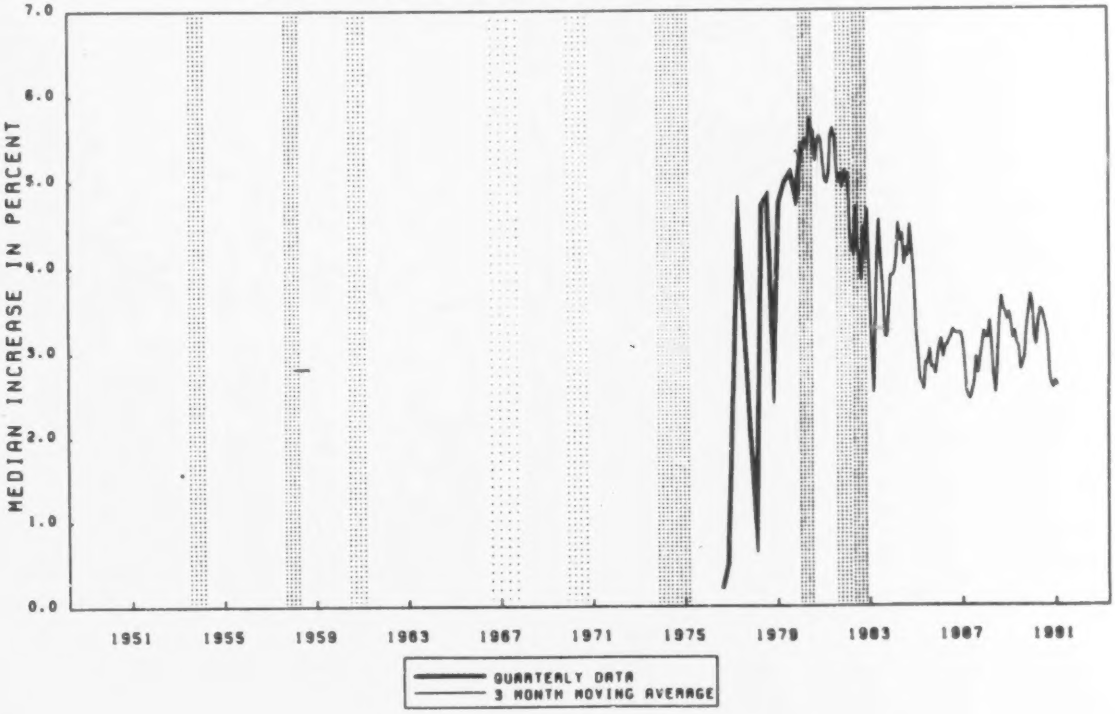


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
EXPECT INCREASE:													
1-4%	17%	15%	15%	16%	17%	16%	17%	17%	14%	19%	17%	15%	19%
5%	12	9	13	9	10	14	9	10	13	13	14	11	12
6-9%	6	9	7	8	9	8	10	8	5	4	5	7	6
10-24%	15	16	18	18	12	15	17	12	13	15	12	12	12
25% or more	5	4	8	7	9	8	6	6	6	5	6	8	6
DK how much up	3	5	4	5	3	3	2	4	5	3	4	5	4
EXPECT SAME	30	28	27	27	25	25	25	28	26	24	25	29	24
EXPECT DOWN	11	13	7	9	15	9	13	14	17	17	17	12	16
DK,NA	1	1	1	1	*	2	1	1	1	*	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

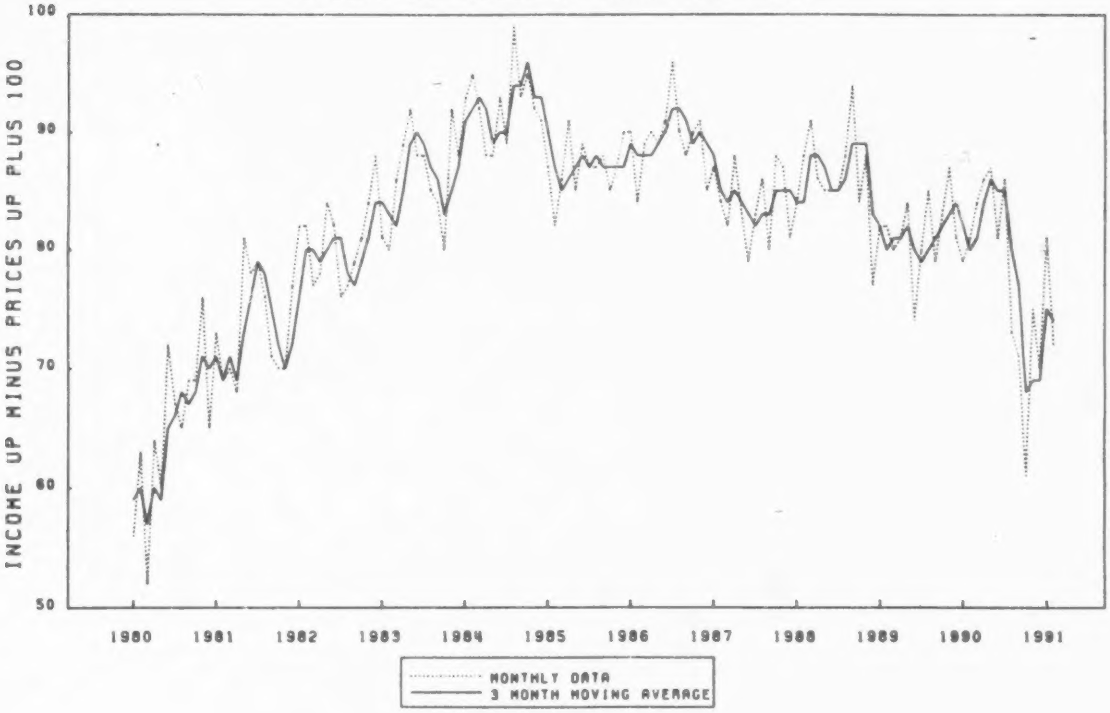


CHART 9 - HISTORICAL SERIES

INCOME OR PRICES UP MORE NEXT YEAR

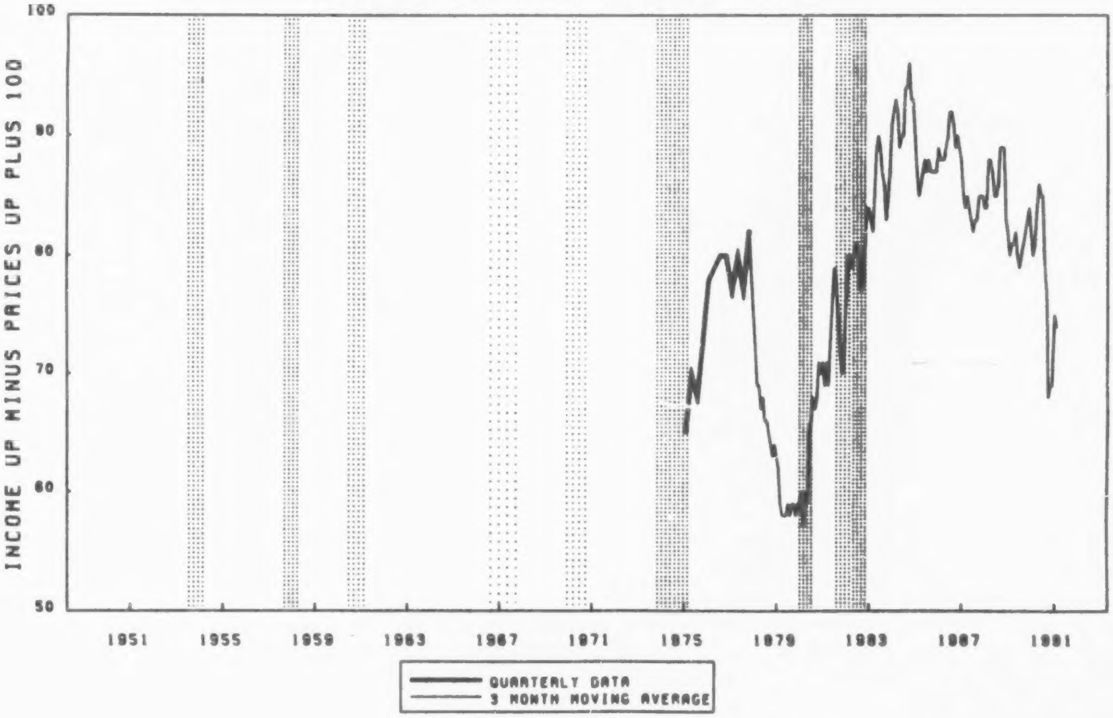


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
INCOME UP MORE	17%	20%	21%	19%	18%	21%	18%	14%	12%	16%	15%	18%	15%
INCOME UP SAME	44	42	42	48	44	42	37	42	35	41	38	45	40
PRICES UP MORE	36	36	35	32	37	35	45	43	51	41	45	37	43
DK,NA	3	2	2	1	1	2	*	1	2	2	2	*	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

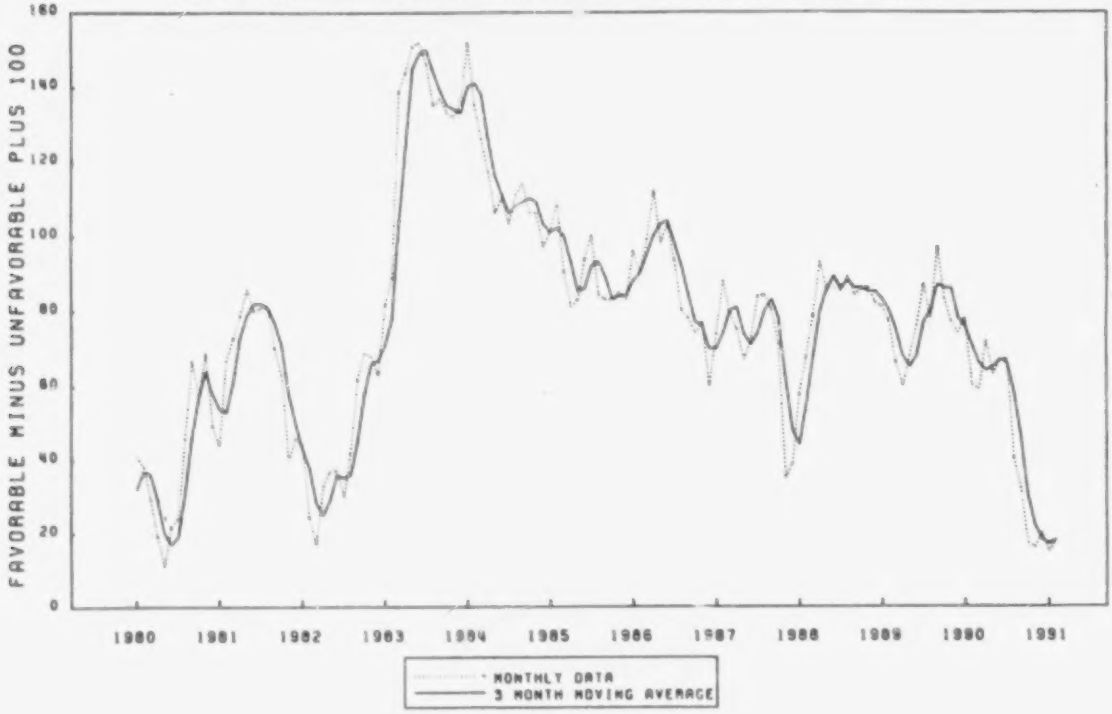


CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

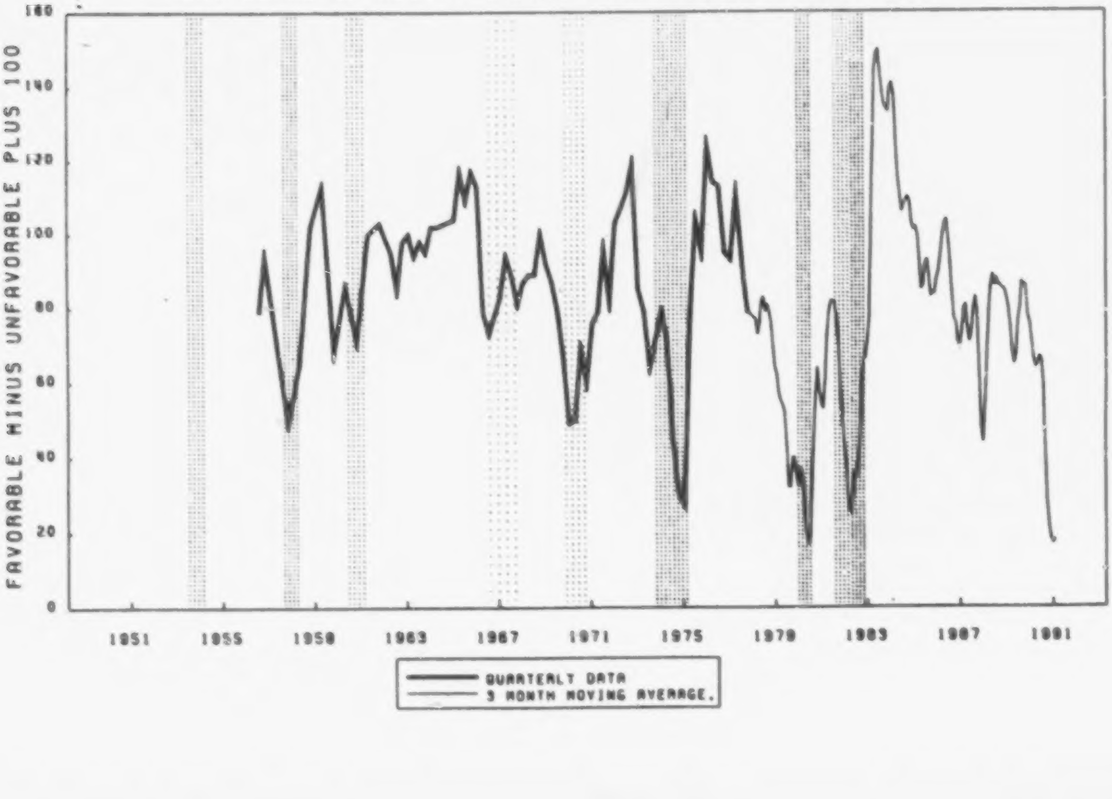


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
FAVORABLE NEWS	20%	21%	23%	18%	22%	18%	16%	10%	8%	8%	11%	9%	13%
UNFAVORABLE NEWS	60	62	51	55	55	51	76	78	91	92	91	94	95
NO MENTIONS	44	43	49	50	48	54	39	44	35	37	33	32	31

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

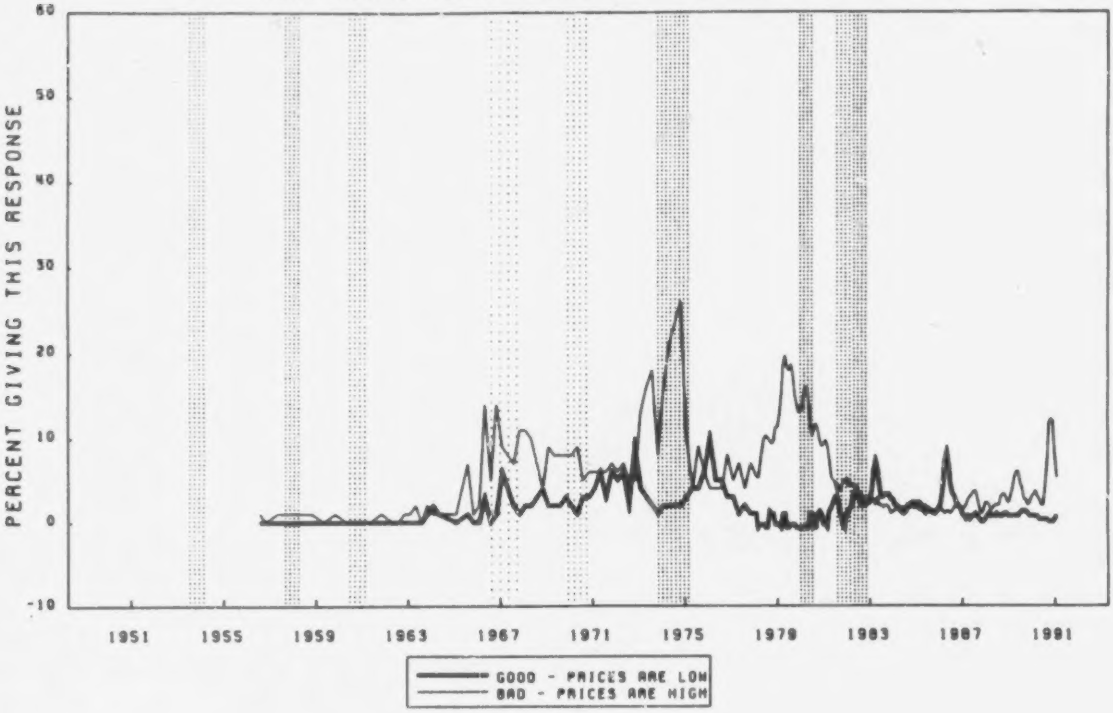


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

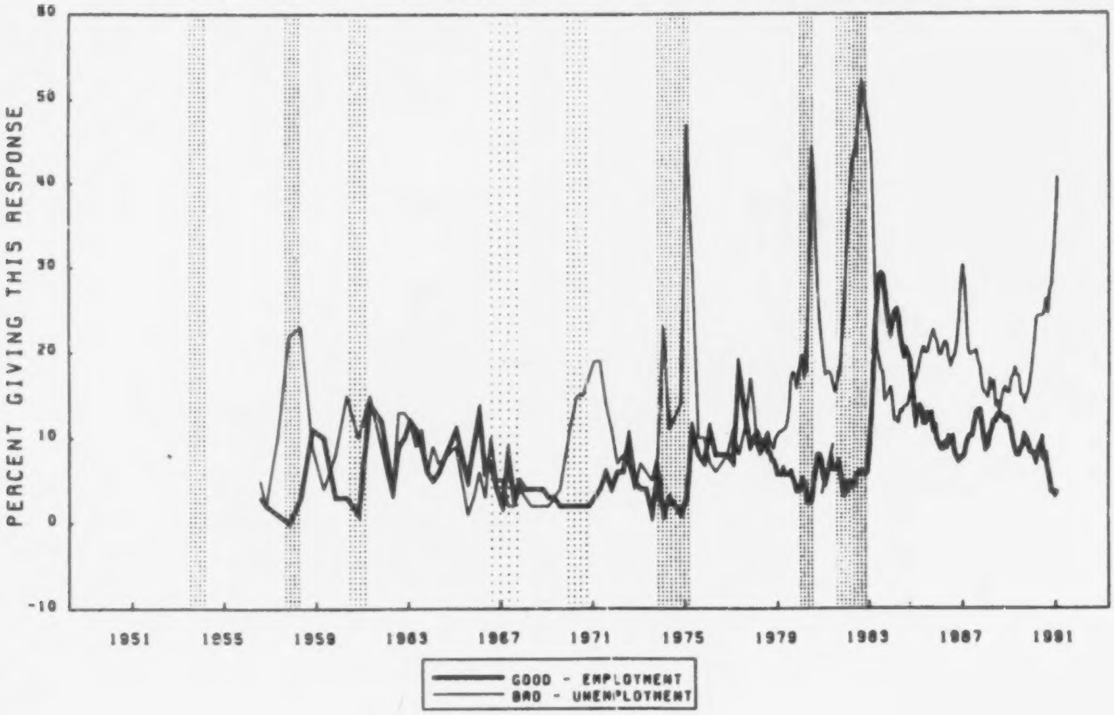


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
FAVORABLE NEWS:													
Government; elections	2%	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%
Employment	6	7	12	8	9	6	9	4	3	4	4	2	5
Higher consumer demand	1	2	2	1	1	*	1	1	1	*	1	*	*
Lower prices	1	*	1	*	*	1	*	*	*	*	*	1	1
Easier credit	3	1	1	2	2	2	2	*	*	1	1	3	2
Stock market	1	1	1	1	2	2	*	*	*	*	*	1	1
Trade deficit	2	2	2	1	1	1	*	*	*	*	*	*	*
UNFAVORABLE NEWS:													
Government; elections	6	6	3	8	6	9	13	17	16	17	10	15	11
Unemployment	24	27	22	24	27	23	29	22	31	31	33	43	46
Lower consumer demand	6	6	6	3	6	3	5	5	4	5	11	8	11
Higher prices	3	4	2	2	2	2	9	10	16	11	9	4	3
Tighter credit	3	3	2	3	2	2	2	3	2	2	2	1	1
Energy crisis	*	*	1	*	1	*	2	4	2	3	2	1	*
Stock market	6	4	3	3	1	1	3	3	5	5	*	3	2
Trade deficit	3	4	5	2	3	2	1	1	1	*	1	2	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

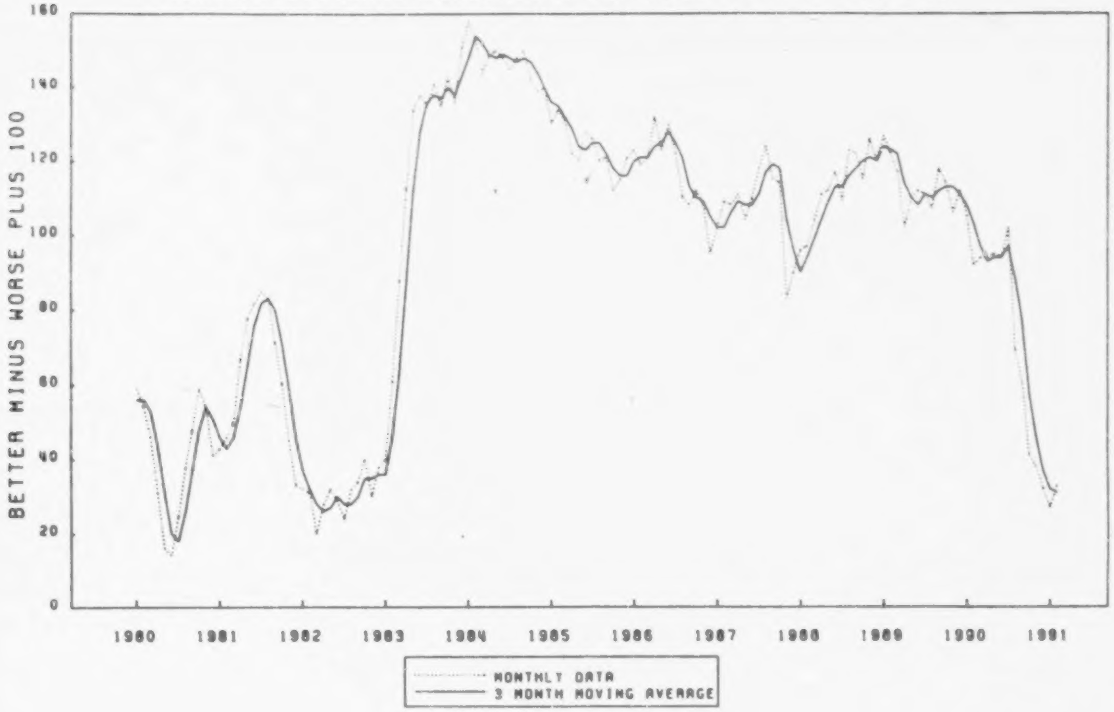


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

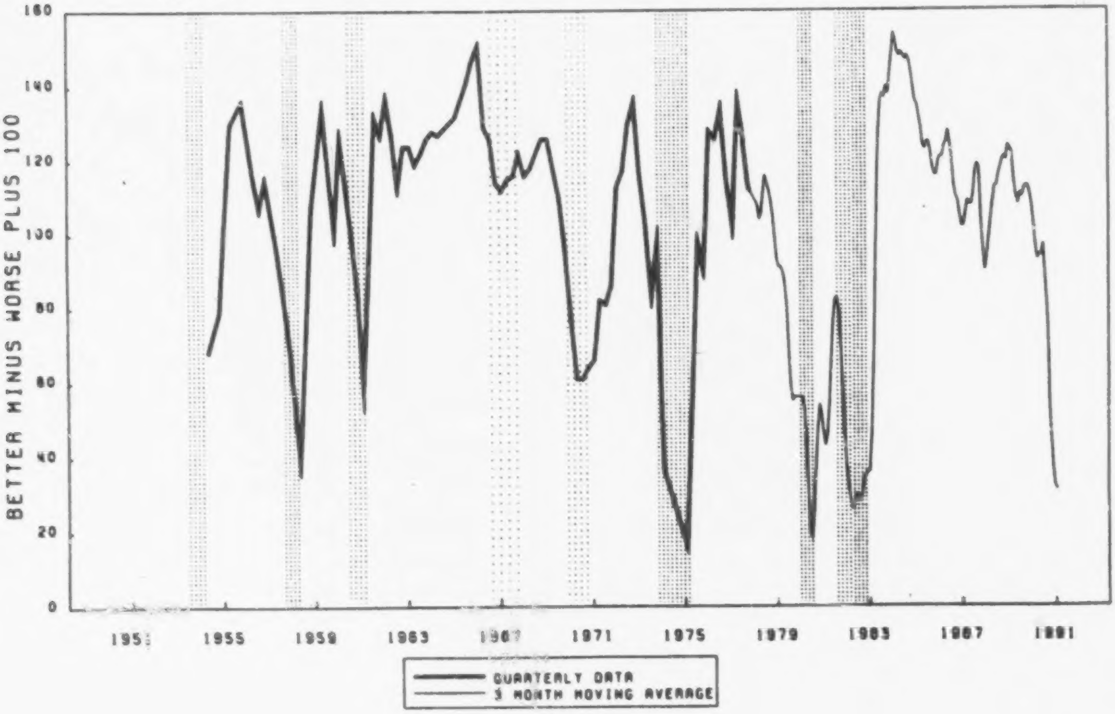


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
BETTER NOW	36%	36%	38%	36%	37%	41%	26%	22%	15%	13%	11%	8%	11%
SAME	17	20	17	19	18	19	15	13	8	11	9	10	9
WORSE NOW	44	42	44	41	43	39	57	62	74	75	79	81	78
DK,NA	3	2	1	4	2	1	2	3	3	1	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

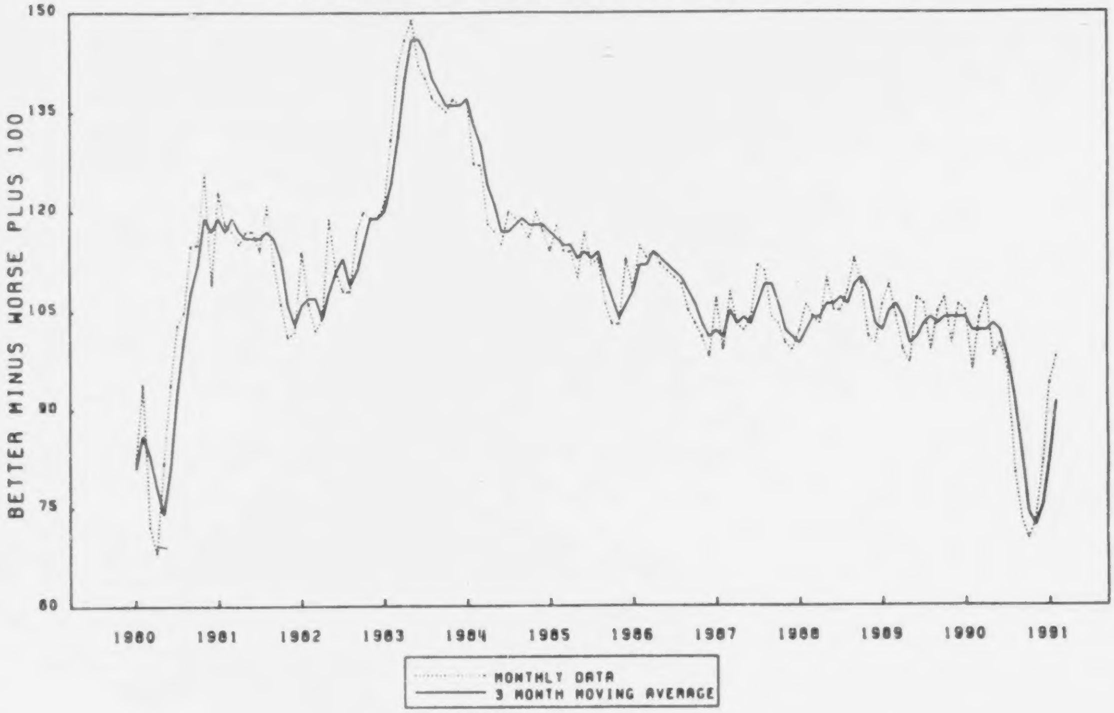


CHART 13 - HISTORICAL SERIES

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

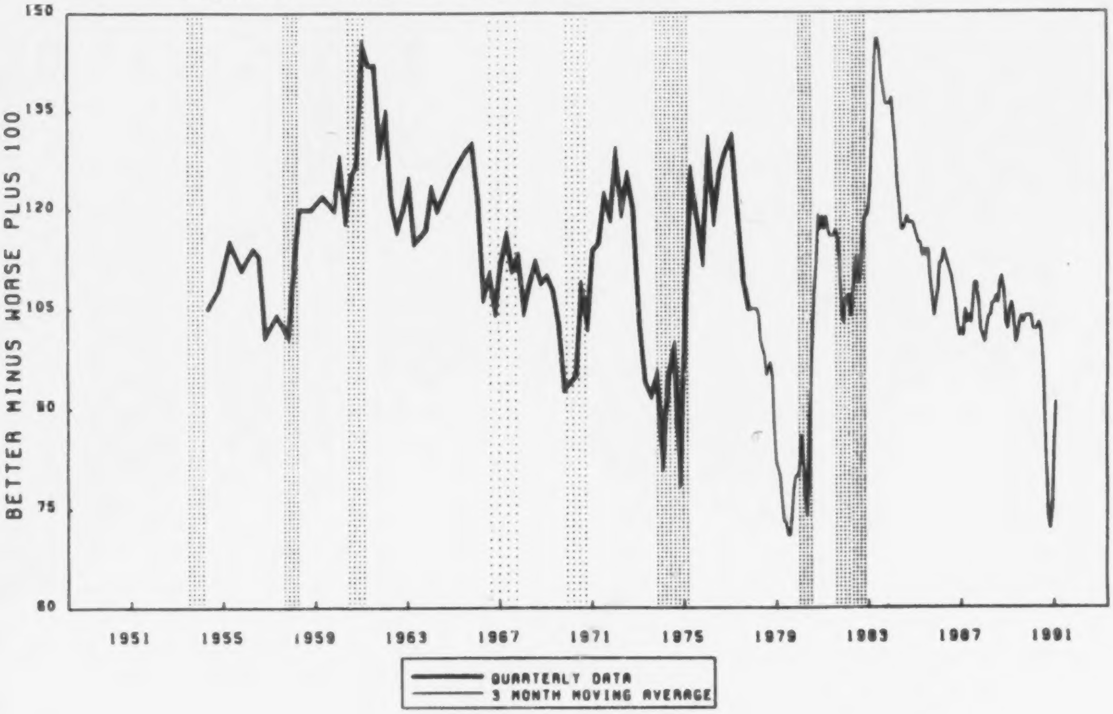


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
BETTER	19%	22%	24%	18%	20%	16%	13%	11%	13%	14%	17%	24%	27%
SAME	56	58	58	59	58	63	52	50	41	43	44	41	41
WORSE	23	18	17	20	20	20	33	38	43	41	35	30	29
DK,NA	2	2	1	3	2	1	2	1	3	2	4	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

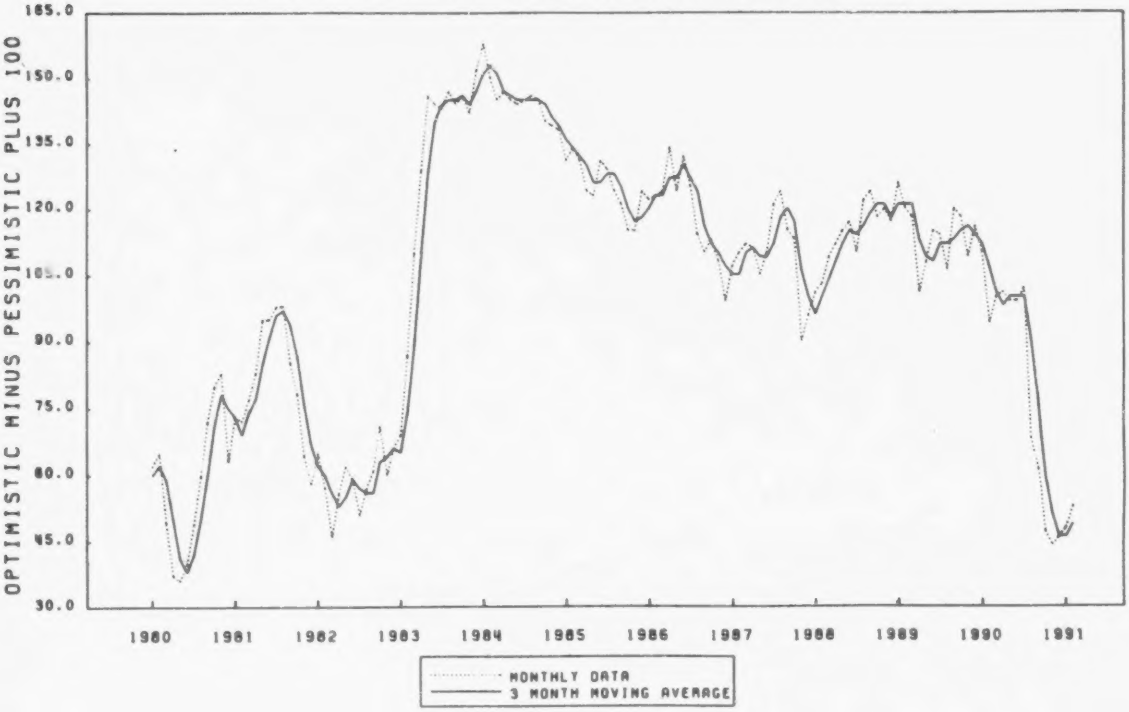


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

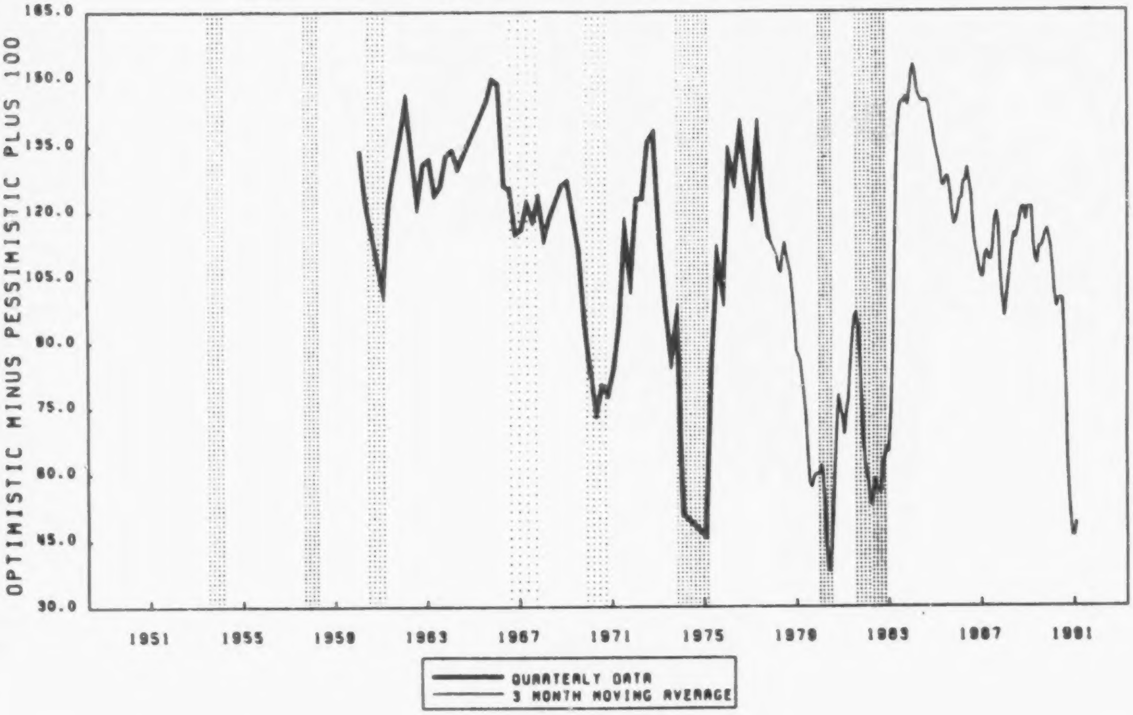


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
TREND:													
Continuous increase (a)	11%	10%	13%	8%	11%	8%	5%	3%	3%	2%	2%	2%	5%
Intermittant increase(b)	25	27	25	28	27	31	17	16	10	9	9	6	6
Remain unchanged (c)	10	12	12	12	11	12	9	9	5	5	4	6	4
Intermittant decline (d)	26	26	25	23	25	25	30	27	28	34	35	34	34
Continuous decline (e)	16	11	12	14	14	12	24	31	38	33	30	26	24
Mixed change (f)	8	10	11	9	9	9	11	10	10	14	14	21	22
DK,NA	4	4	2	6	3	3	4	4	6	3	6	5	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

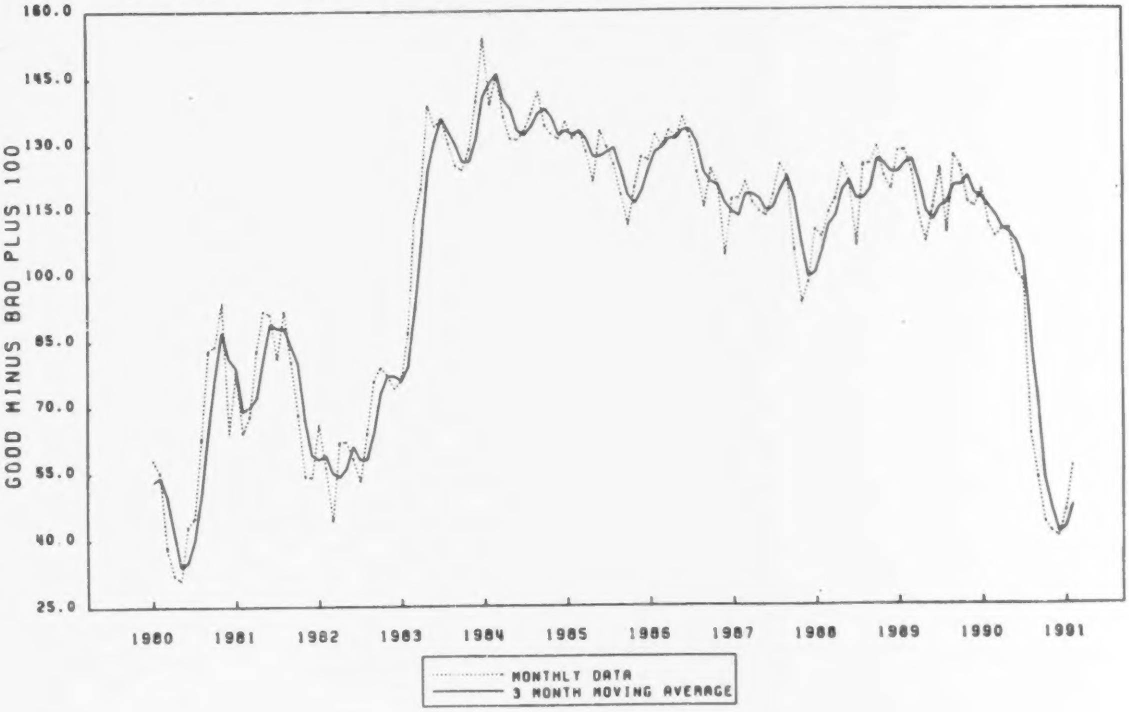


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

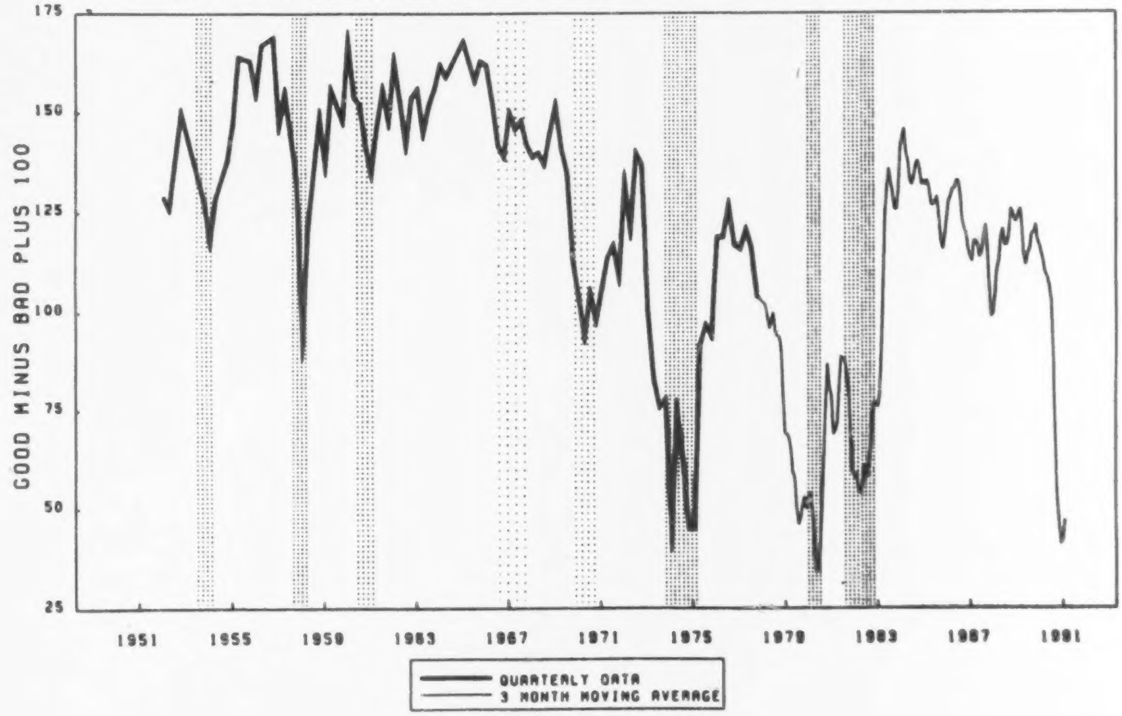


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIMES	46%	48%	49%	47%	43%	40%	25%	18%	14%	15%	12%	16%	20%
UNCERTAIN; GOOD & BAD	6	3	4	4	3	6	2	3	3	2	4	5	4
BAD TIMES	35	40	39	37	43	42	63	65	71	74	72	70	64
DON'T KNOW	7	5	4	6	5	7	5	8	5	3	5	5	7
NOT ASCERTAINED	6	4	4	6	6	5	5	6	7	6	7	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

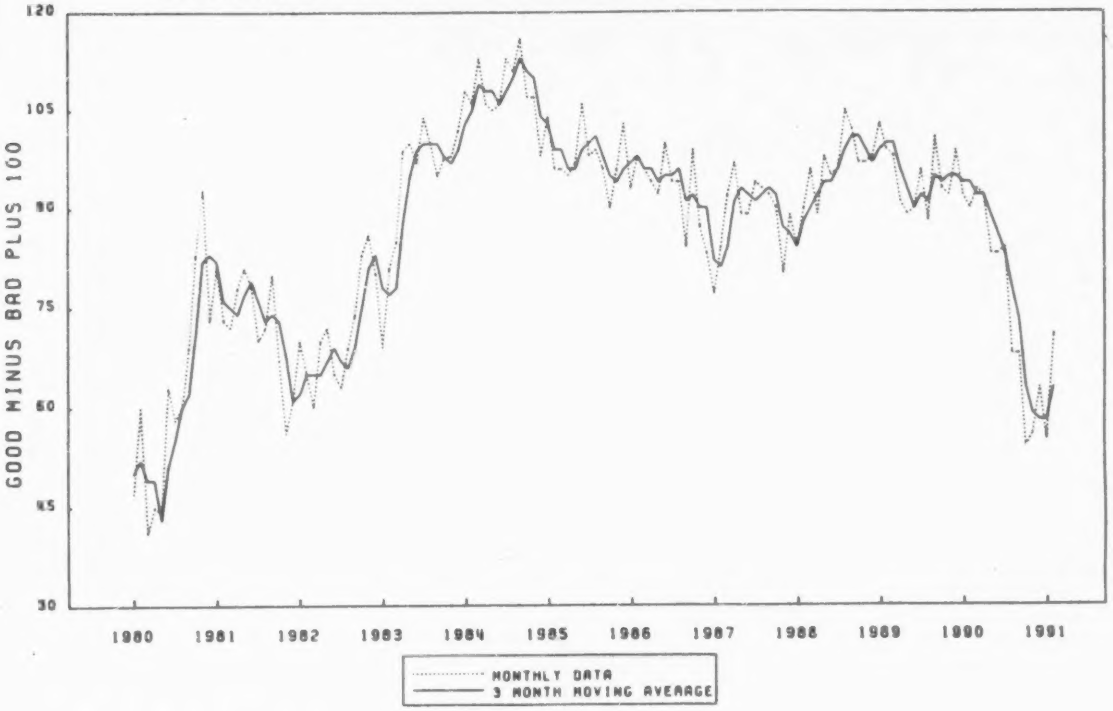


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

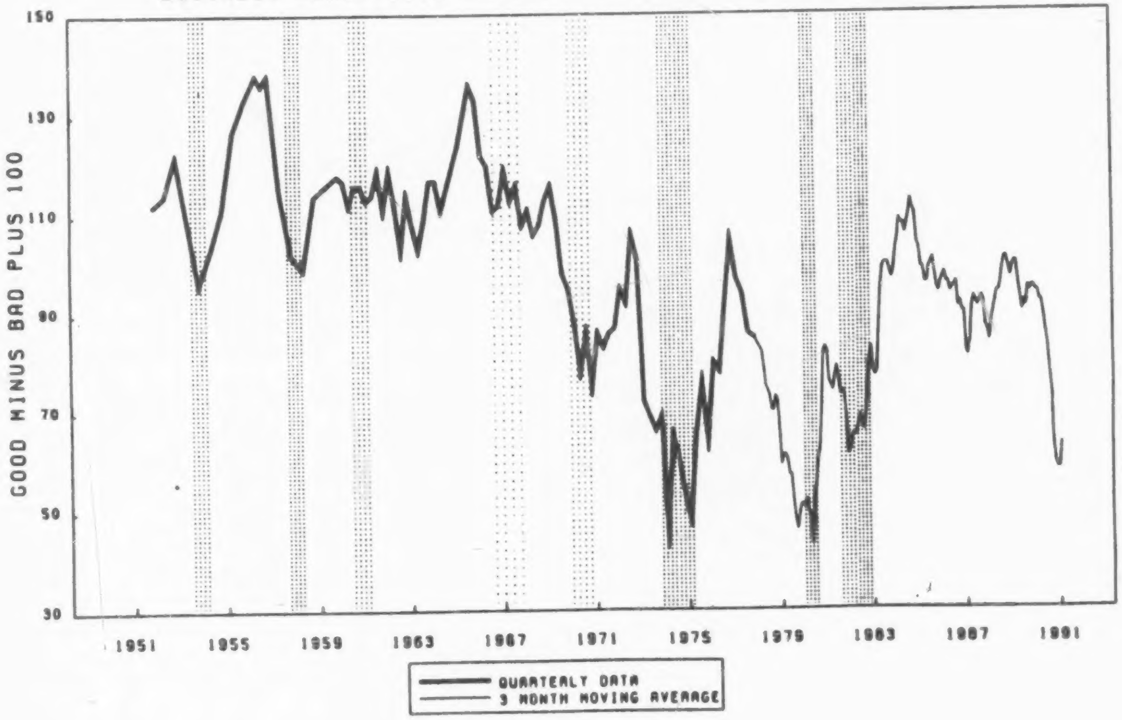


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME	36%	40%	39%	32%	31%	34%	24%	25%	19%	18%	24%	18%	26%
UNCERTAIN; GOOD & BAD	11	10	11	12	12	11	14	14	10	15	11	15	14
BAD TIMES	46	47	47	49	48	50	56	57	65	62	61	63	55
NOT ASCERTAINED	7	3	3	7	9	5	6	4	6	5	4	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

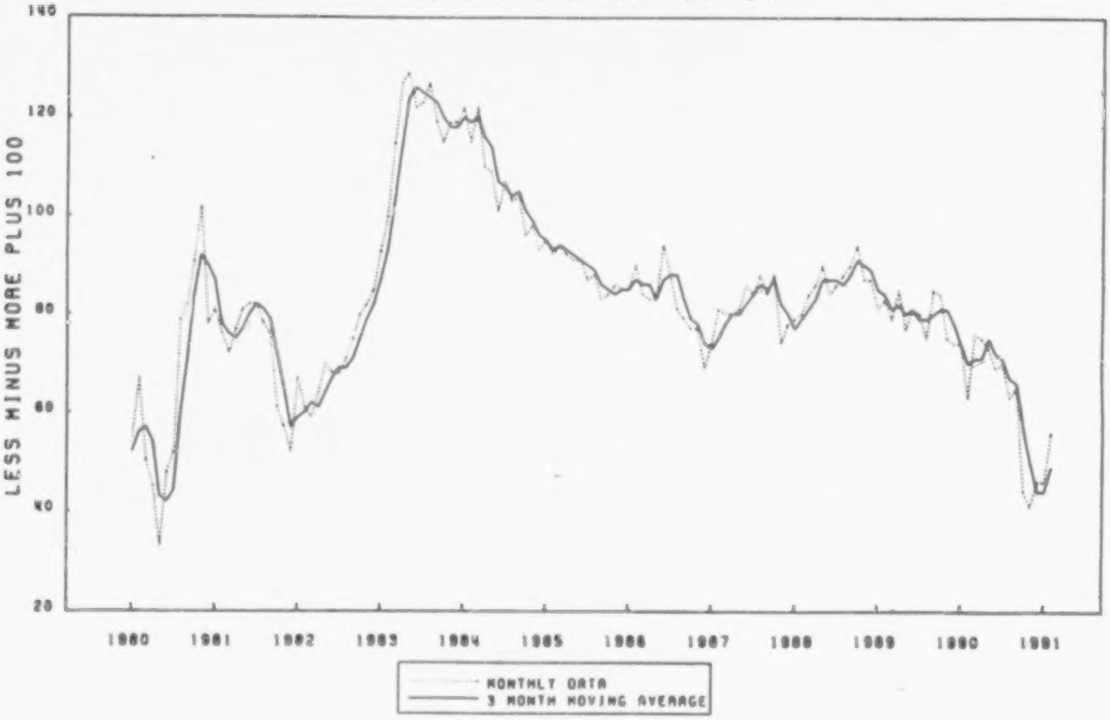


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

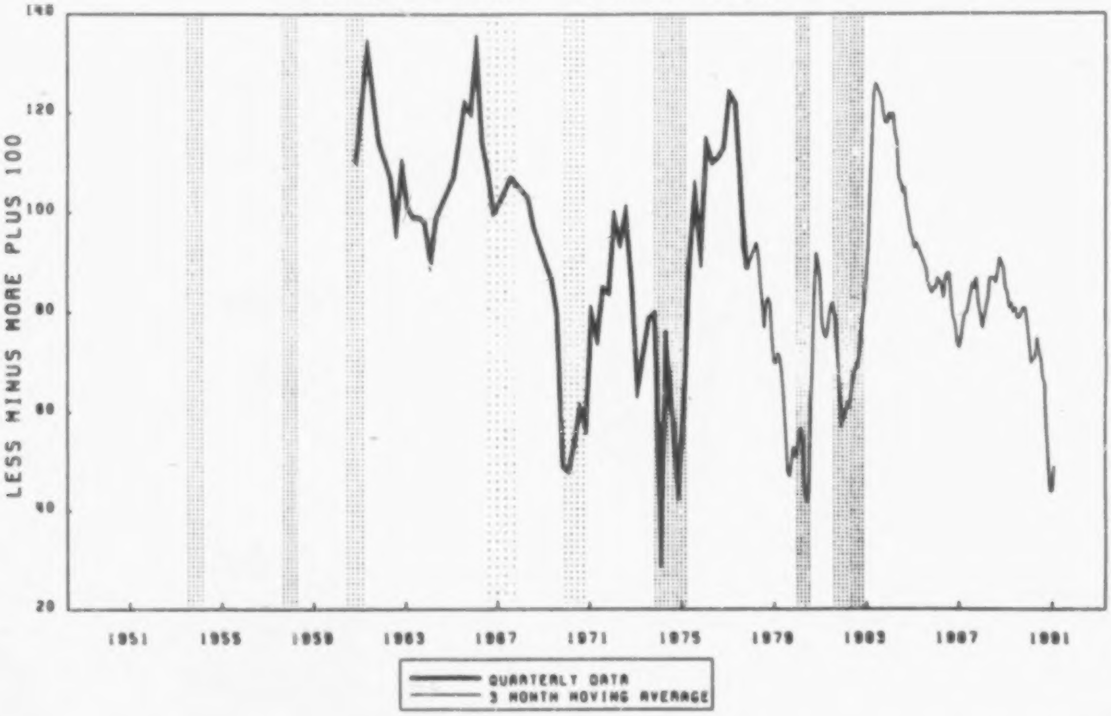


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
LESS	7%	10%	11%	10%	8%	7%	9%	9%	6%	5%	6%	8%	12%
SAME	48	55	52	52	52	54	44	45	30	30	34	29	31
MORE	44	34	36	37	39	37	46	44	62	64	60	62	56
DK,NA	1	1	1	1	1	2	1	2	2	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

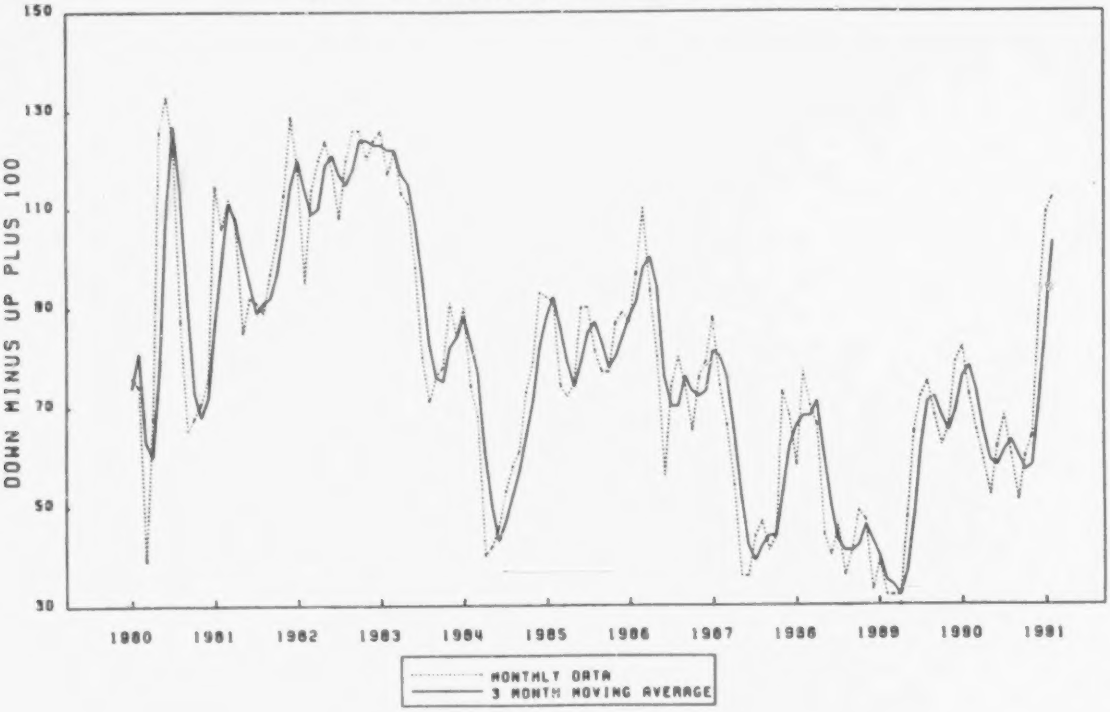


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

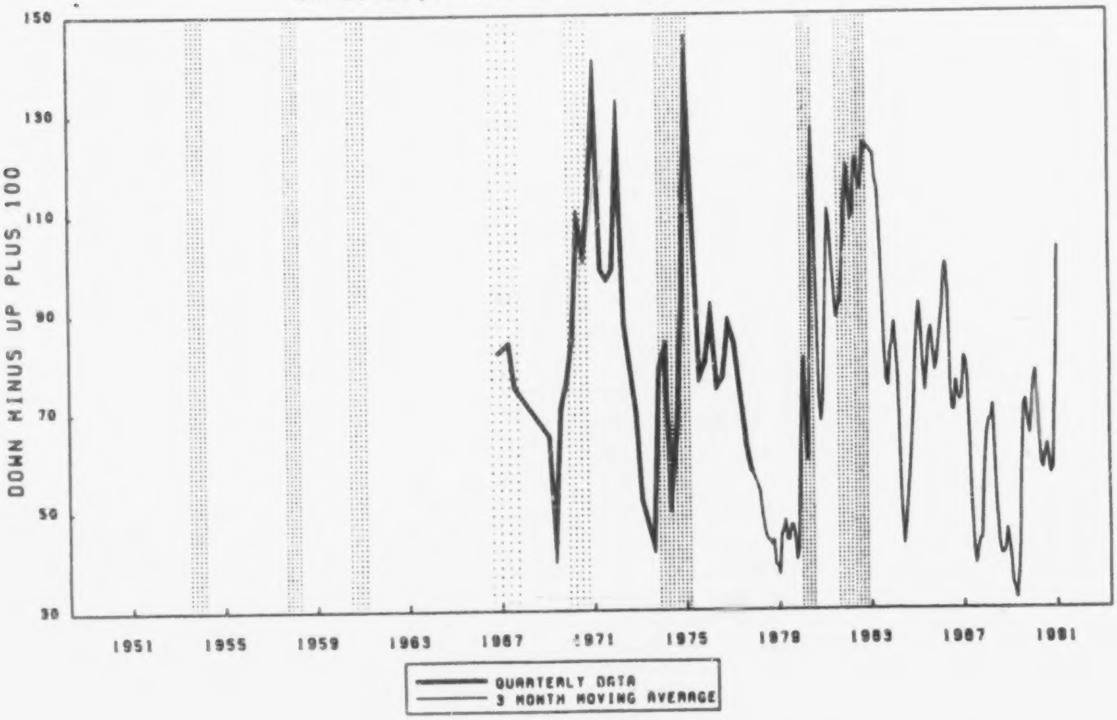


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GO UP	48%	51%	55%	58%	56%	50%	59%	63%	57%	57%	43%	33%	31%
STAY THE SAME	29	32	29	30	23	29	20	21	24	20	23	21	23
GO DOWN	20	16	14	10	18	18	19	14	17	21	32	42	43
DK,NA	3	1	2	2	3	3	2	2	2	2	2	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

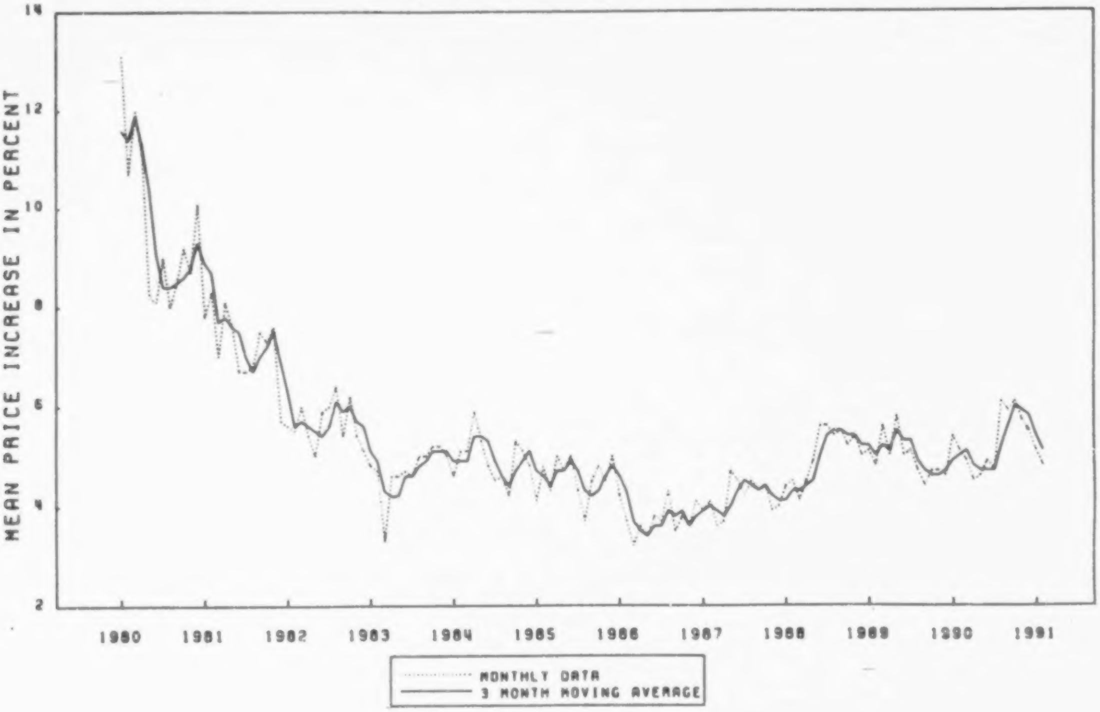


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

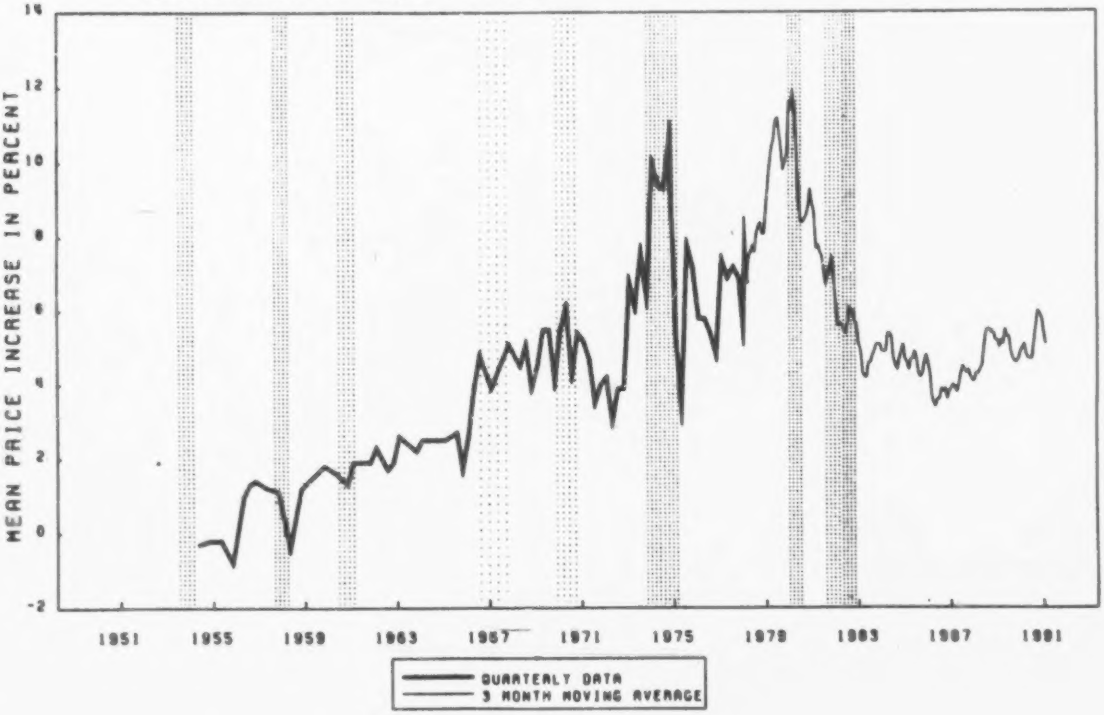


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
SAME OR DOWN	15%	11%	11%	11%	11%	11%	9%	9%	10%	14%	18%	21%	25%
WILL GO UP BY:													
1-2%	13	18	20	19	18	20	14	15	11	12	11	11	12
3-4%	23	24	24	22	25	24	23	19	18	19	16	19	18
5%	22	20	22	22	24	20	18	21	22	18	21	16	18
6-9%	10	8	7	9	7	6	13	13	13	13	12	10	7
10-14%	8	8	7	8	7	10	11	11	12	14	10	9	9
15% or more	4	5	4	3	4	3	8	7	7	6	7	7	6
DK how much up	5	6	5	6	3	6	4	5	6	4	5	6	4
DK,NA	*	*	*	*	1	*	*	*	1	*	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.1	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8
VARIANCE	45	38	26	30	37	29	48	46	43	43	52	46	52
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

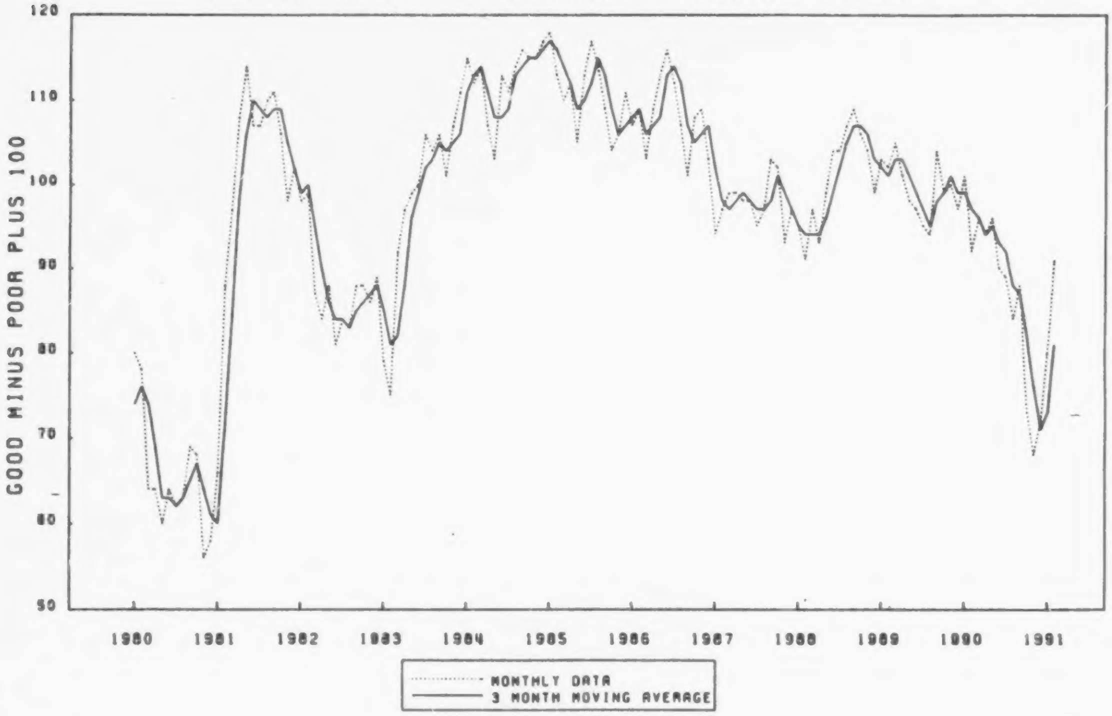


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

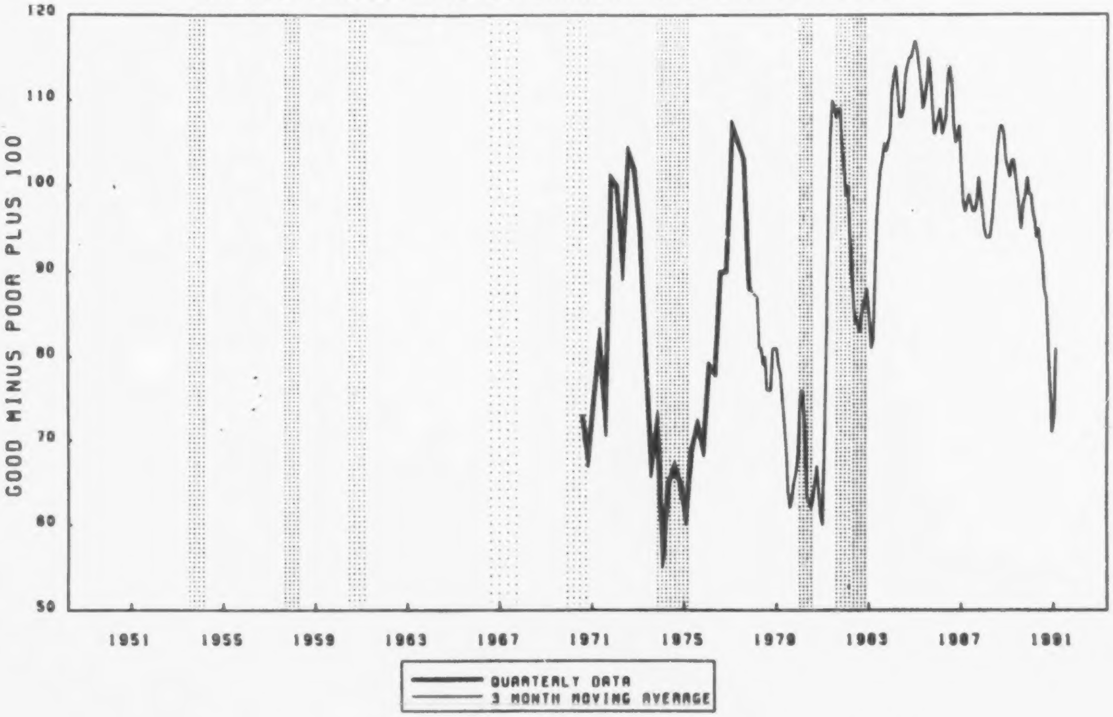


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
A GOOD JOB	17%	19%	17%	19%	16%	16%	15%	14%	11%	8%	10%	11%	15%
ONLY FAIR	57	56	59	55	56	56	52	59	49	49	50	58	58
A POOR JOB	25	23	23	23	26	27	31	26	38	40	38	31	24
DK,NA	1	2	1	3	2	1	2	1	2	3	2	*	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

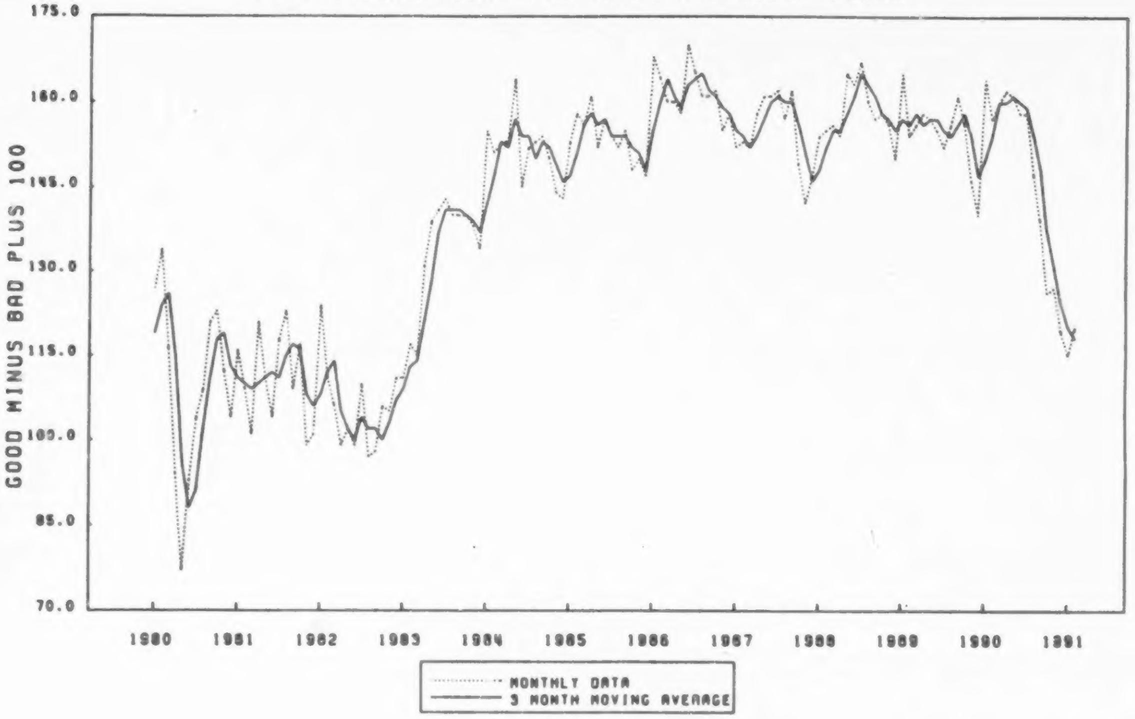


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

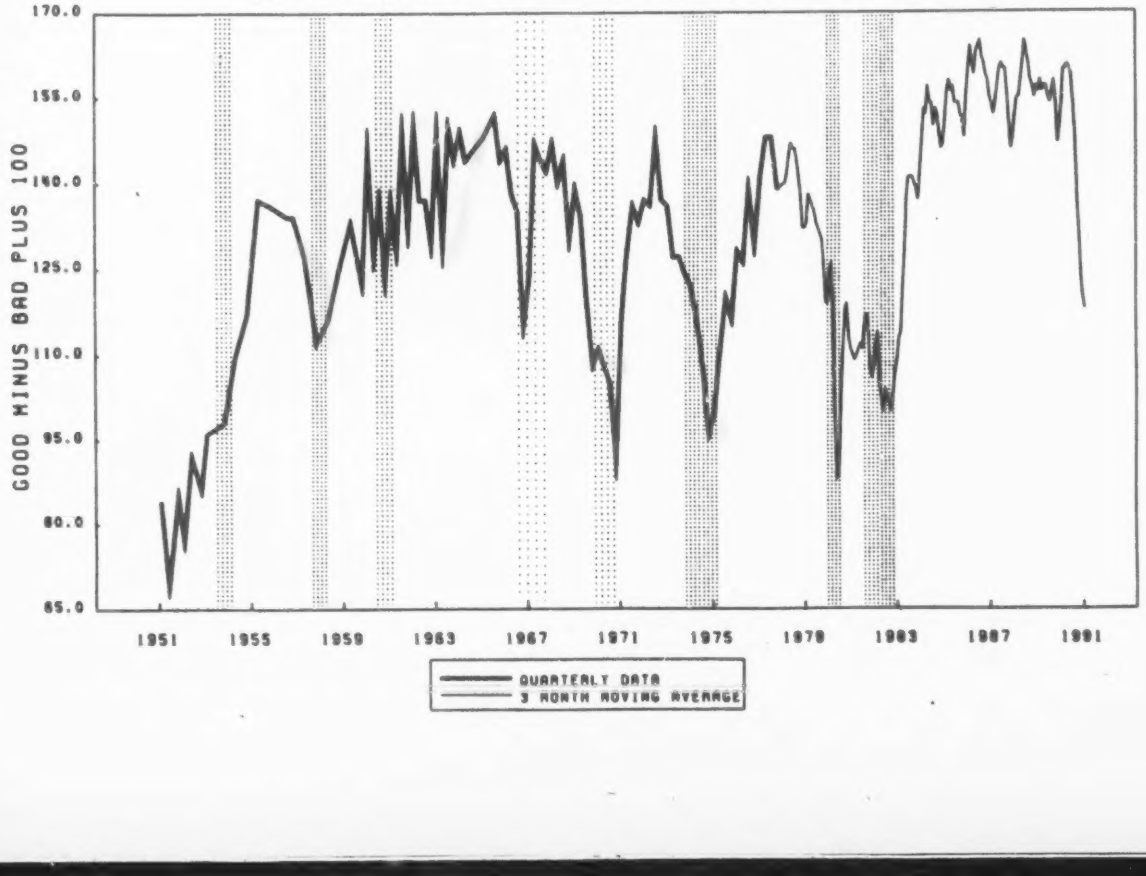


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY	74%	76%	78%	75%	75%	73%	69%	66%	58%	61%	55%	53%	54%
UNCERTAIN, DEPENDS	9	8	6	11	8	12	9	7	10	5	9	9	12
BAD TIME TO BUY	17	16	16	14	17	15	22	27	32	34	36	38	34
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

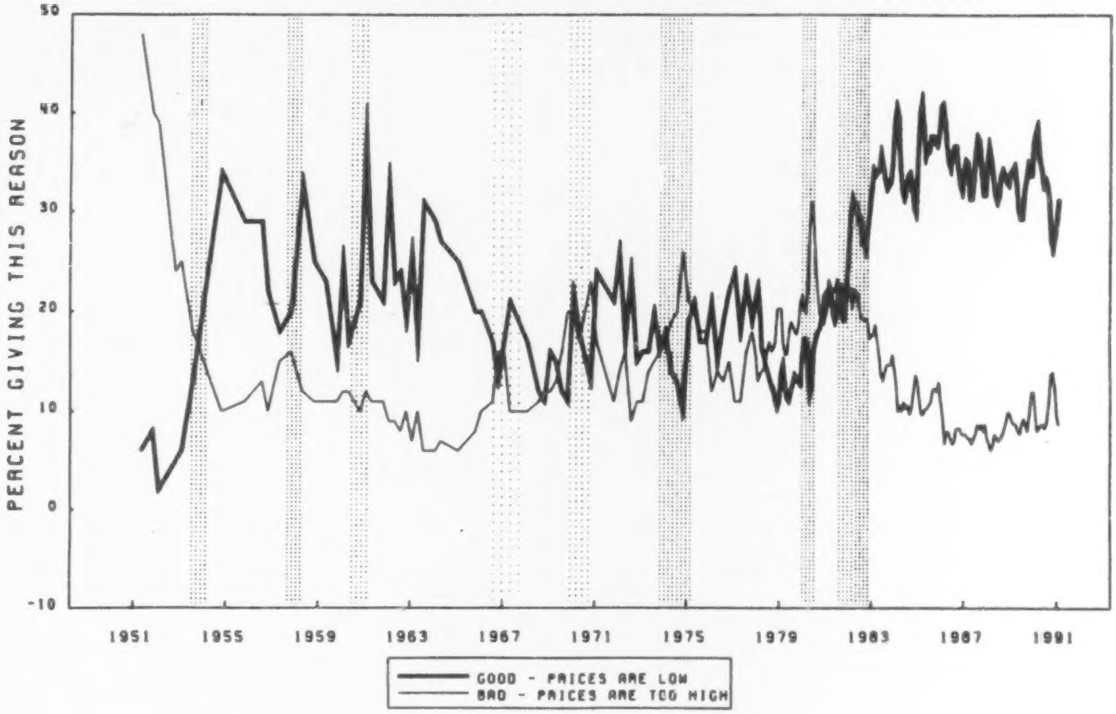


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

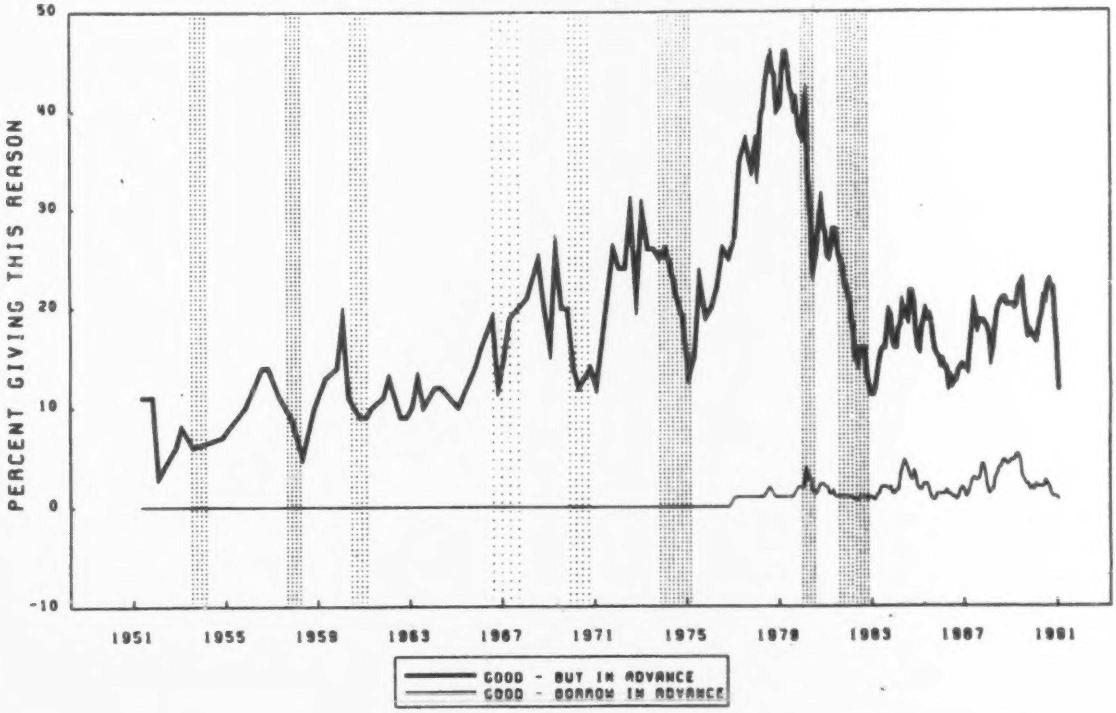


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	35%	36%	35%	32%	31%	37%	30%	26%	26%	27%	30%	31%	33%
Prices won't come down; are going higher	16	18	22	18	23	21	23	24	19	23	14	11	10
Interest rates are low	5	8	5	5	6	3	5	3	2	1	3	3	3
Borrow-in-advance of rising interest rates	3	2	1	3	2	3	2	1	1	1	1	1	*
Times are good; prosperity	4	8	4	5	4	3	3	2	2	1	2	1	4
BAD TIME TO BUY:													
Prices are high	8	8	9	9	8	8	11	14	16	12	9	8	9
Interest rates are high; credit is tight	3	3	2	5	3	3	2	5	5	5	6	6	6
Times are bad; can't afford to buy	6	5	4	2	5	3	5	7	8	8	11	10	15
Bad times ahead; uncertain future	2	3	1	3	2	3	7	8	11	13	17	19	13

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

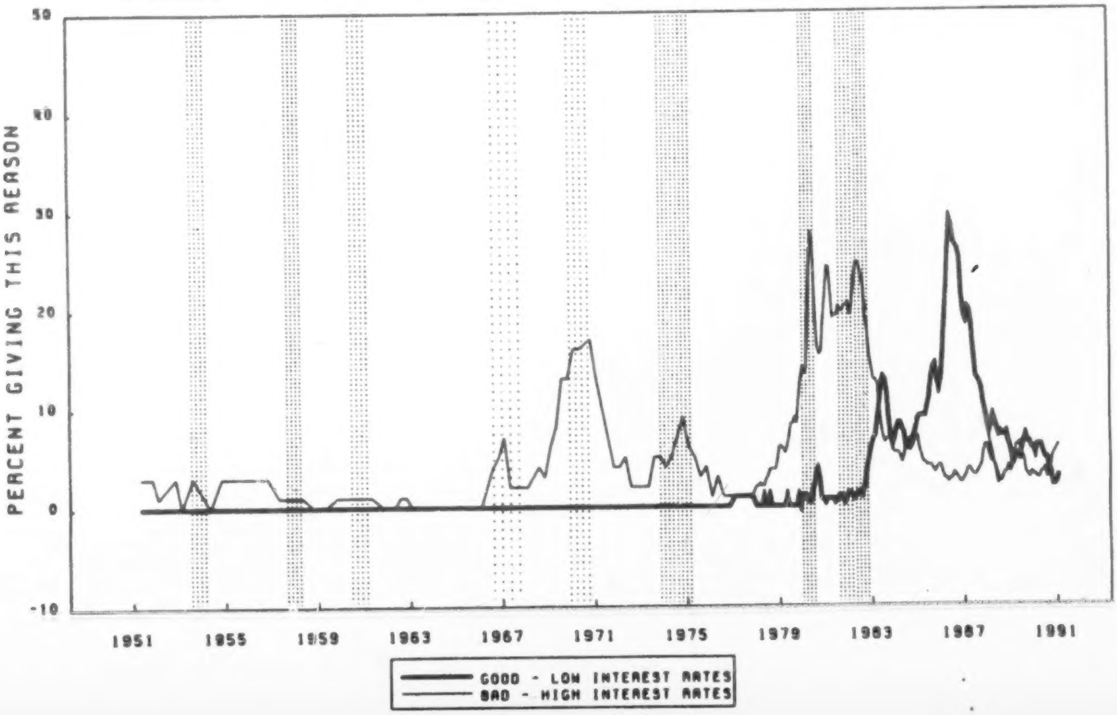


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

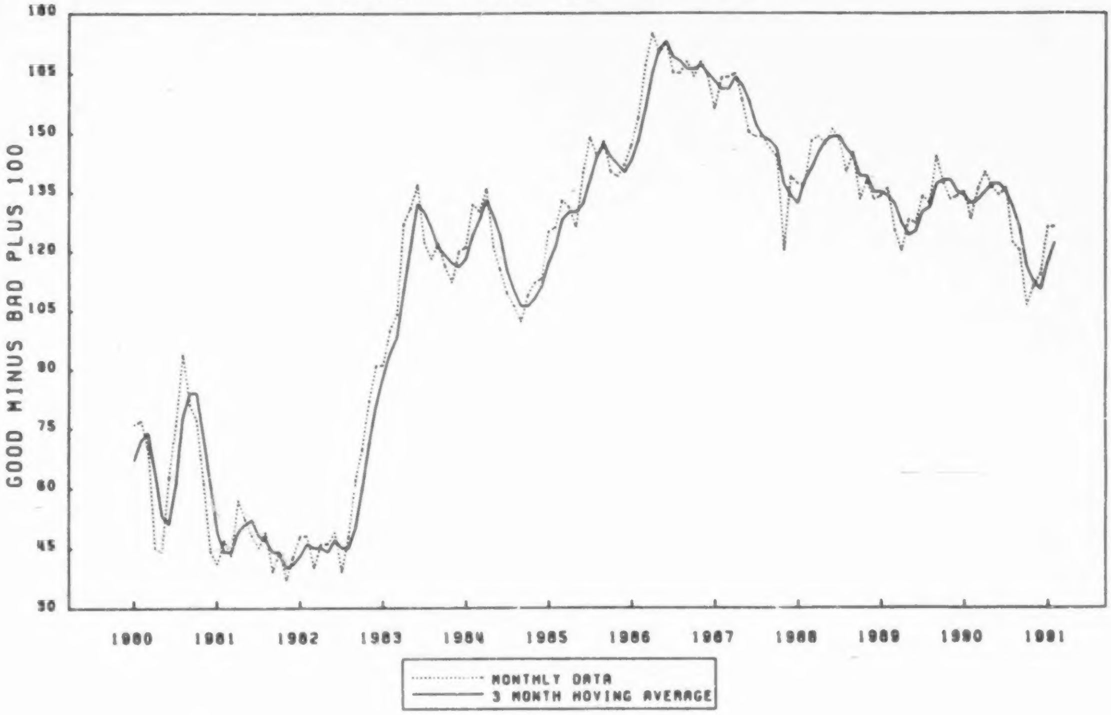


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

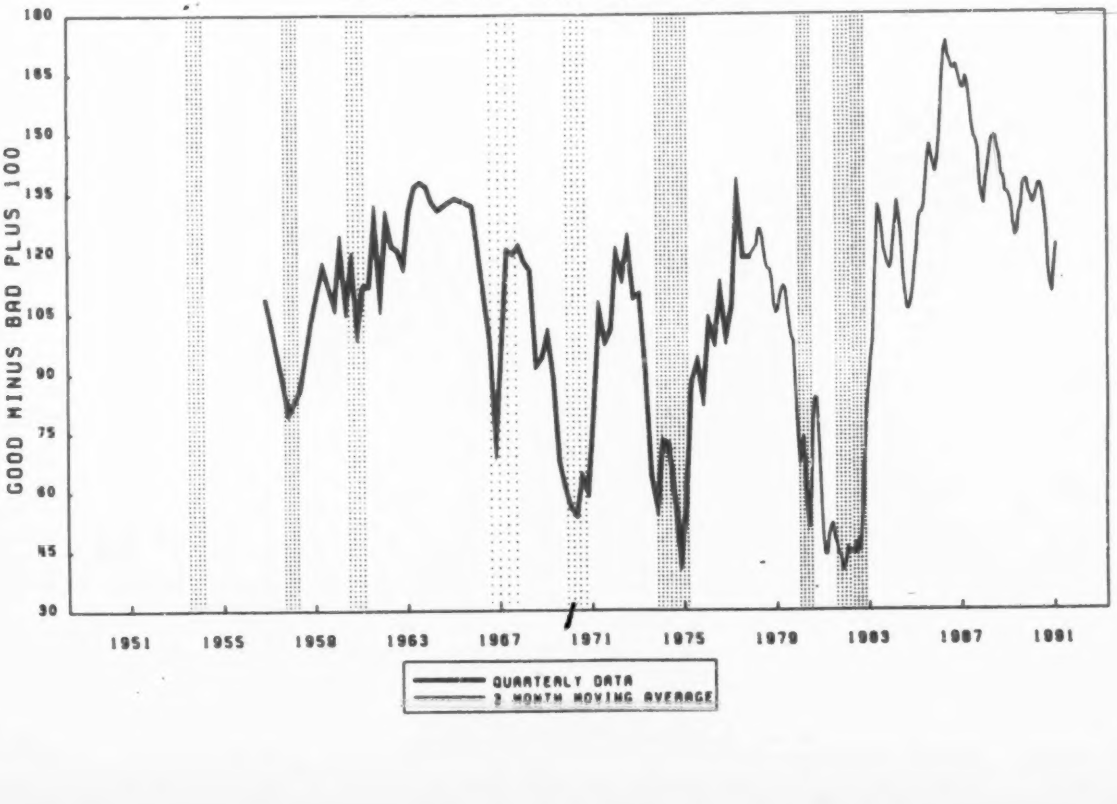


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY	62%	66%	68%	66%	65%	66%	59%	58%	50%	54%	55%	61%	61%
UNCERTAIN, DEPENDS	4	4	4	4	4	4	4	4	6	3	4	4	4
BAD TIME TO BUY	34	30	28	30	31	30	37	38	44	43	41	35	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

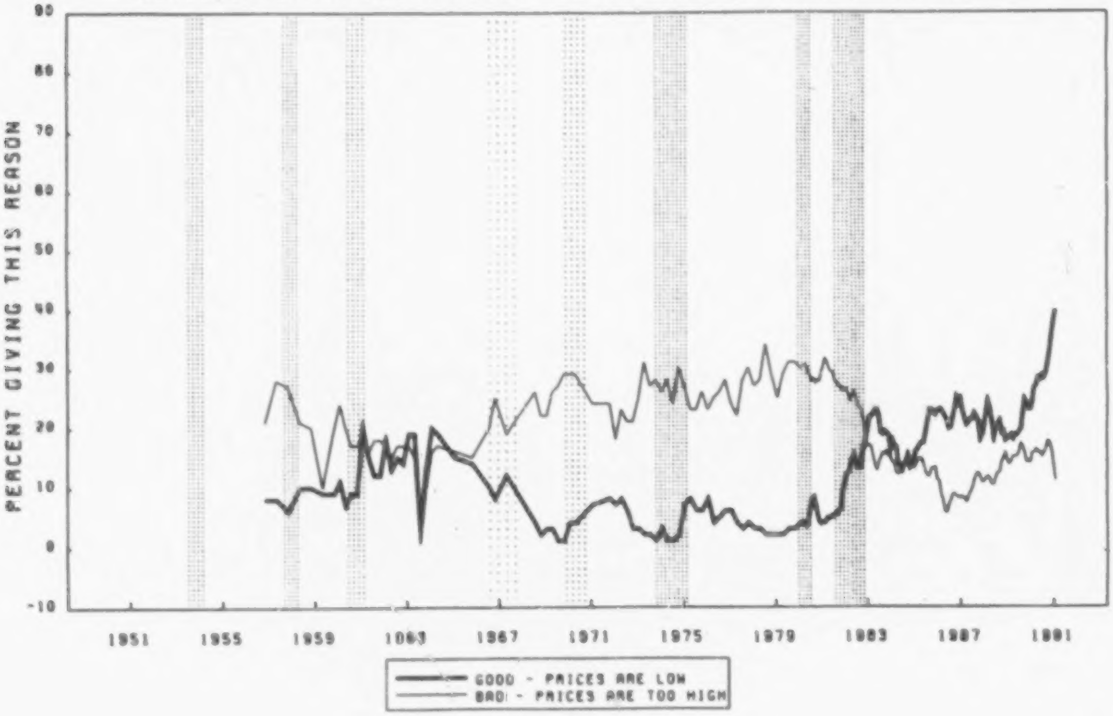


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

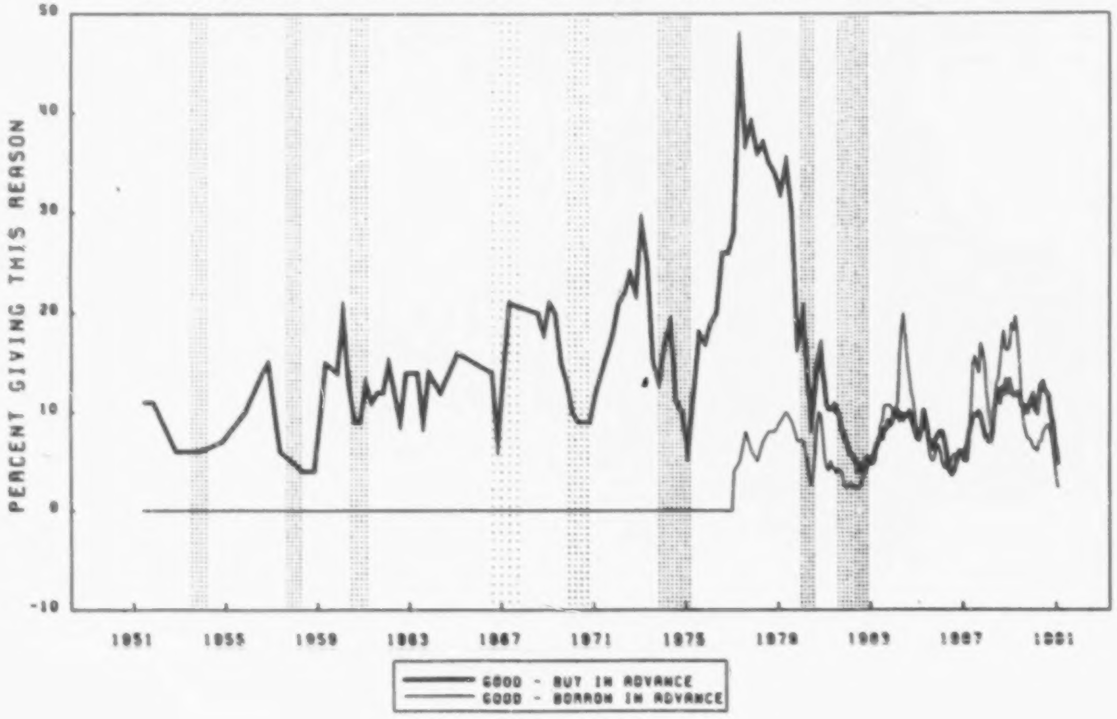
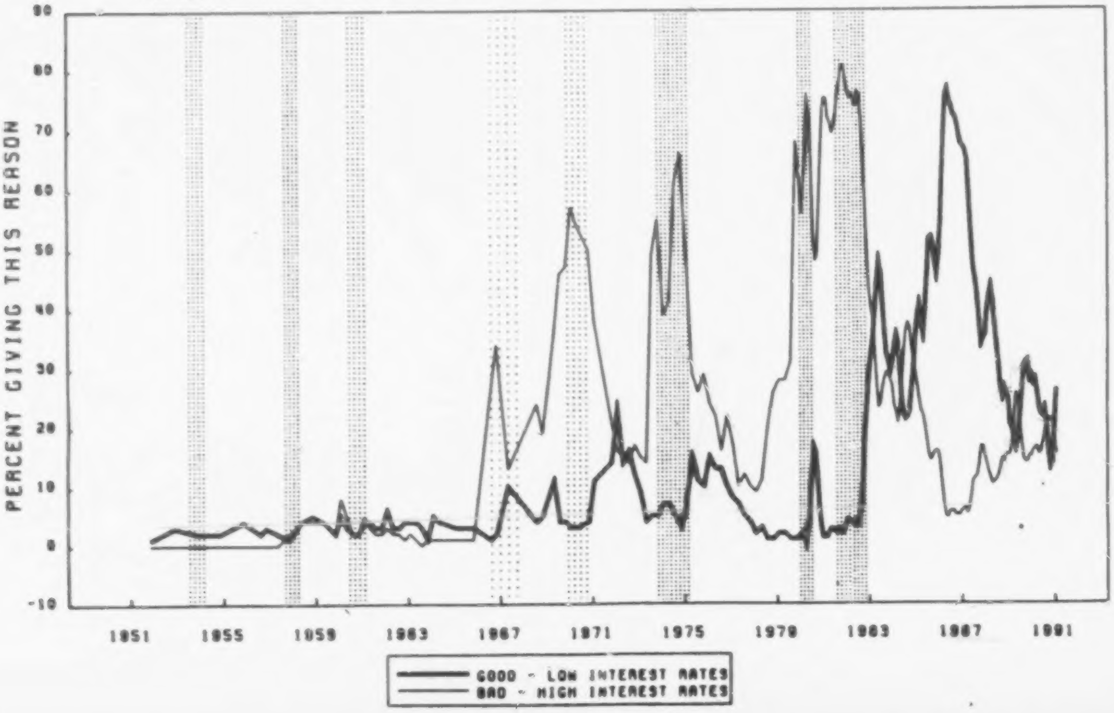


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	25%	29%	27%	29%	28%	29%	28%	30%	34%	34%	38%	42%	39%
Prices won't come down; are going higher	9	11	14	13	12	12	12	11	7	9	5	4	5
Interest rates are low	25	28	25	17	24	24	21	15	11	13	17	31	31
Borrow-in-advance of rising interest rates	8	6	7	8	9	8	9	9	6	5	4	1	2
Good investment	6	6	9	7	9	6	5	7	3	6	3	4	4
Times are good; prosperity	3	4	5	4	1	2	2	1	1	1	1	1	1
BAD TIME TO BUY:													
Prices are high	18	15	16	16	15	14	18	17	18	17	13	11	9
Interest rates are high; credit is tight	18	18	14	14	19	19	20	22	22	20	20	14	12
Times are bad; can't afford to buy	8	5	7	6	4	4	8	7	10	10	10	10	11
Bad times ahead; uncertain future	2	4	1	2	5	1	6	4	12	12	11	10	12

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES



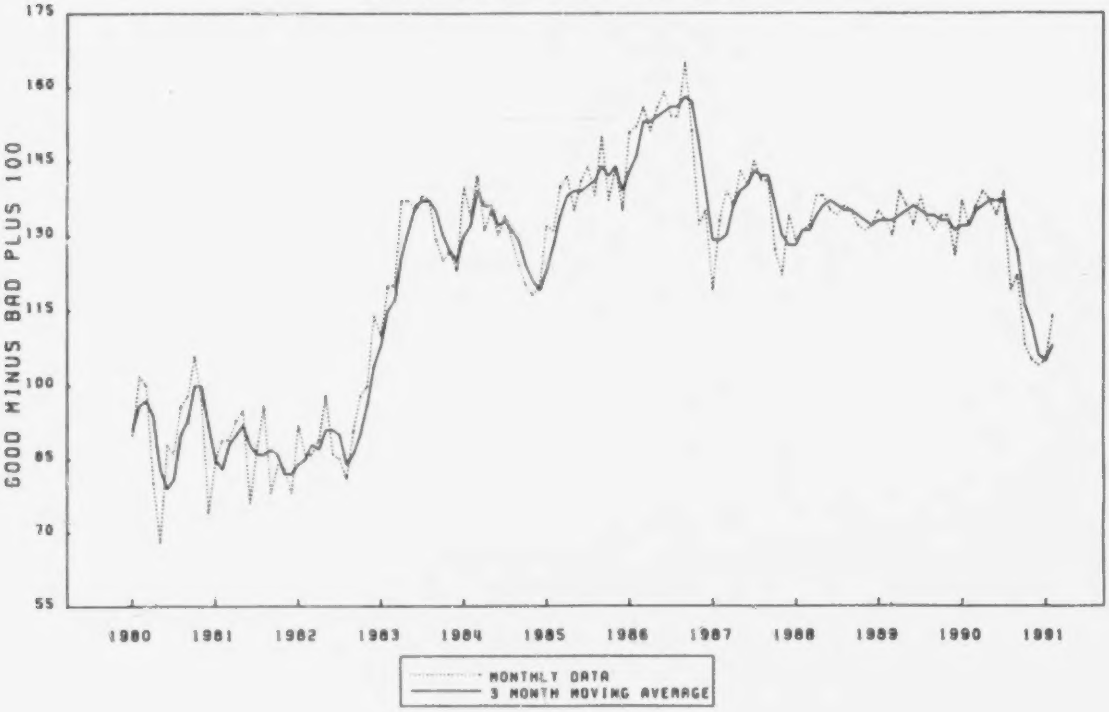


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

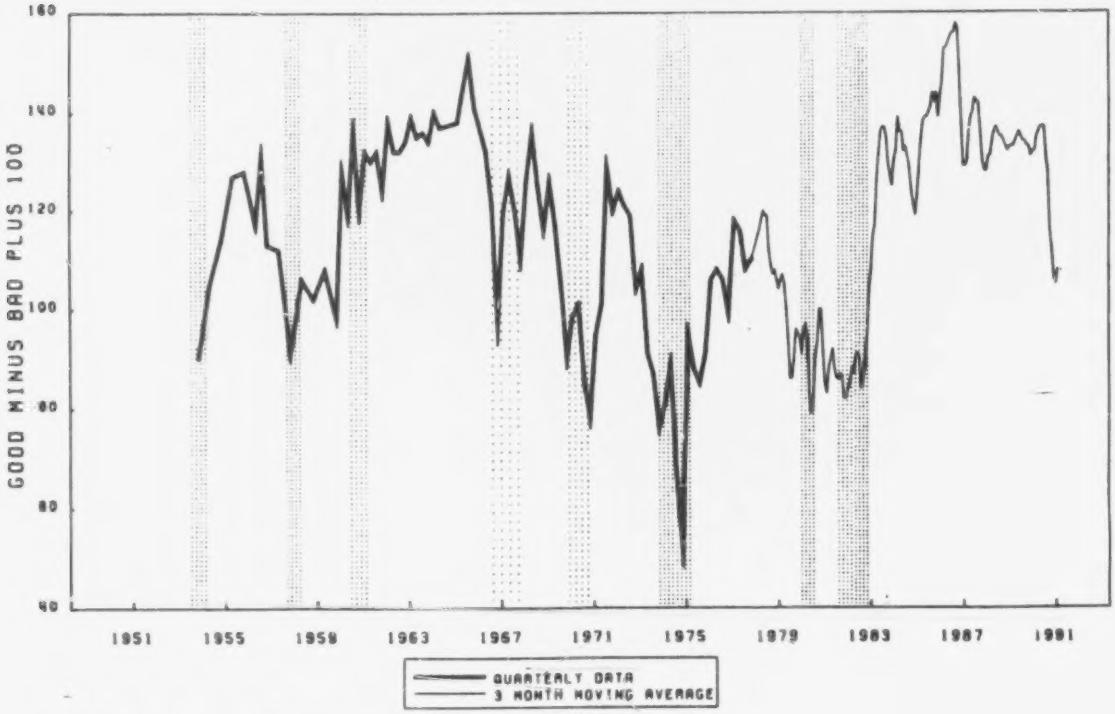


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

TABLE 25

BUYING CONDITIONS FOR CARS

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY	63%	65%	66%	64%	63%	65%	57%	59%	50%	50%	47%	48%	53%
UNCERTAIN; DEPENDS	6	6	7	9	8	9	5	4	8	5	10	9	8
BAD TIME TO BUY	31	29	27	27	29	26	38	37	42	45	43	43	39
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	511	503	504	504	500	500	500	502	503	501	504	531	504

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

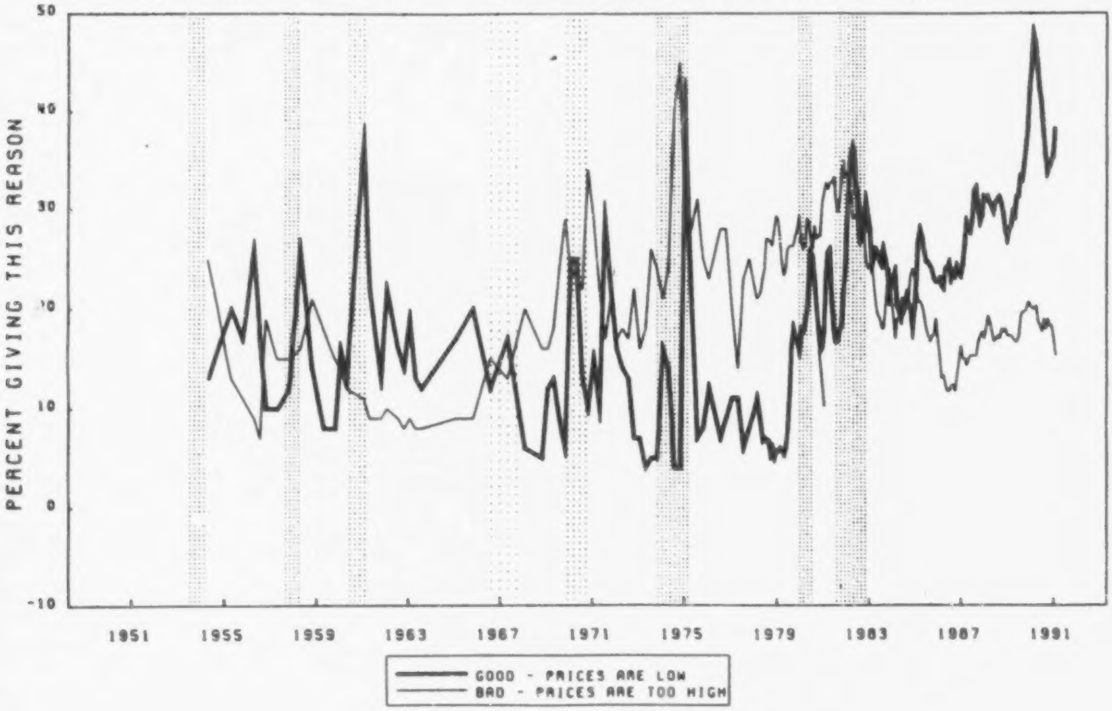


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

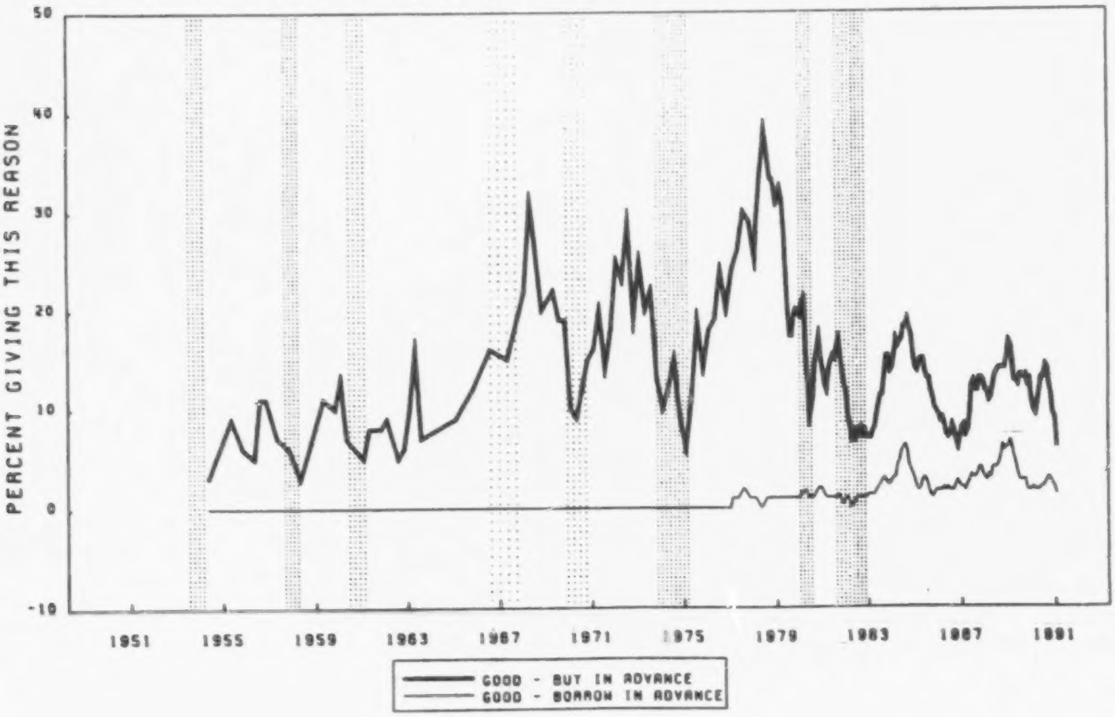
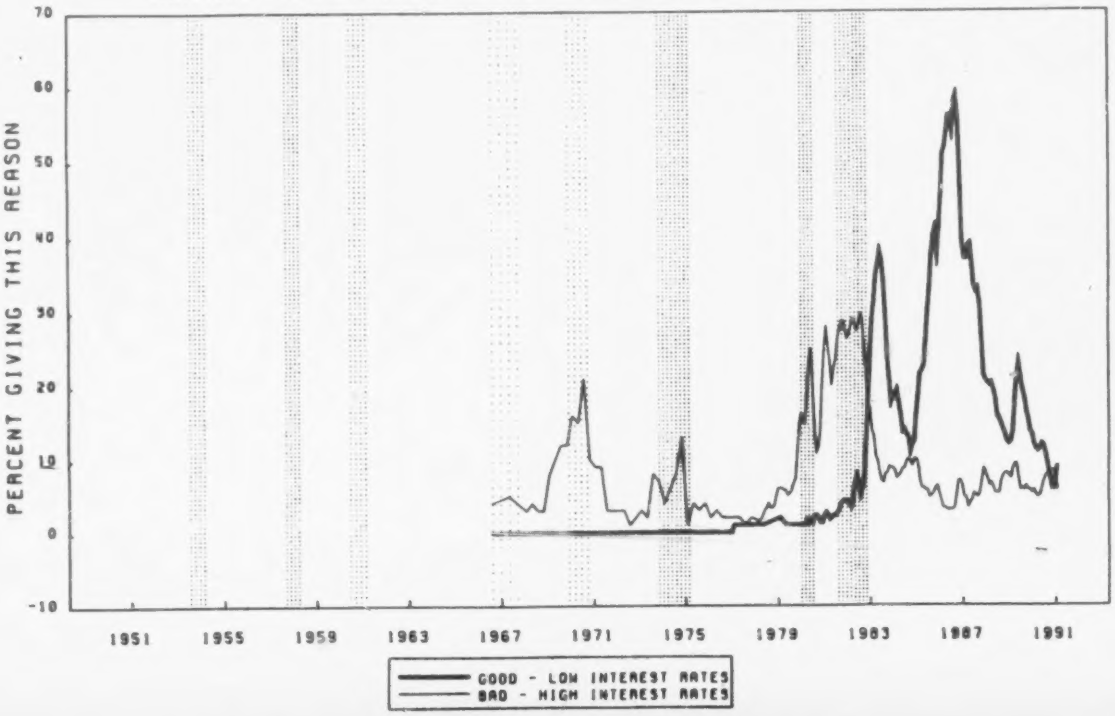


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Feb. 1990	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	48%	48%	45%	41%	41%	41%	32%	34%	35%	34%	36%	36%	43%
Prices won't come down; are going higher	8	10	13	12	14	13	16	13	8	13	7	7	4
Interest rates are low	11	11	11	12	13	10	9	9	5	5	8	9	10
Borrow-in-advance of rising interest rates	2	1	2	2	2	2	3	3	3	2	2	2	*
Times are good; prosperity	2	2	2	1	2	2	1	1	1	1	1	2	1
New fuel efficient models	*	1	1	1	*	*	1	4	2	1	1	1	1
BAD TIME TO BUY:													
Prices are high	22	21	18	17	20	16	21	17	19	19	17	15	14
Interest rates are high; credit is tight	6	4	4	7	7	7	9	7	8	10	7	6	4
Times are bad; can't afford to buy	4	4	4	2	3	5	3	4	8	6	7	11	11
Bad times ahead; uncertain future	2	2	2	2	3	1	6	5	10	10	13	12	10
Price of gas; shortages	*	*	*	*	1	*	5	10	12	7	7	5	5
Poor selection; quality	3	4	2	3	4	3	3	3	4	4	2	2	3

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

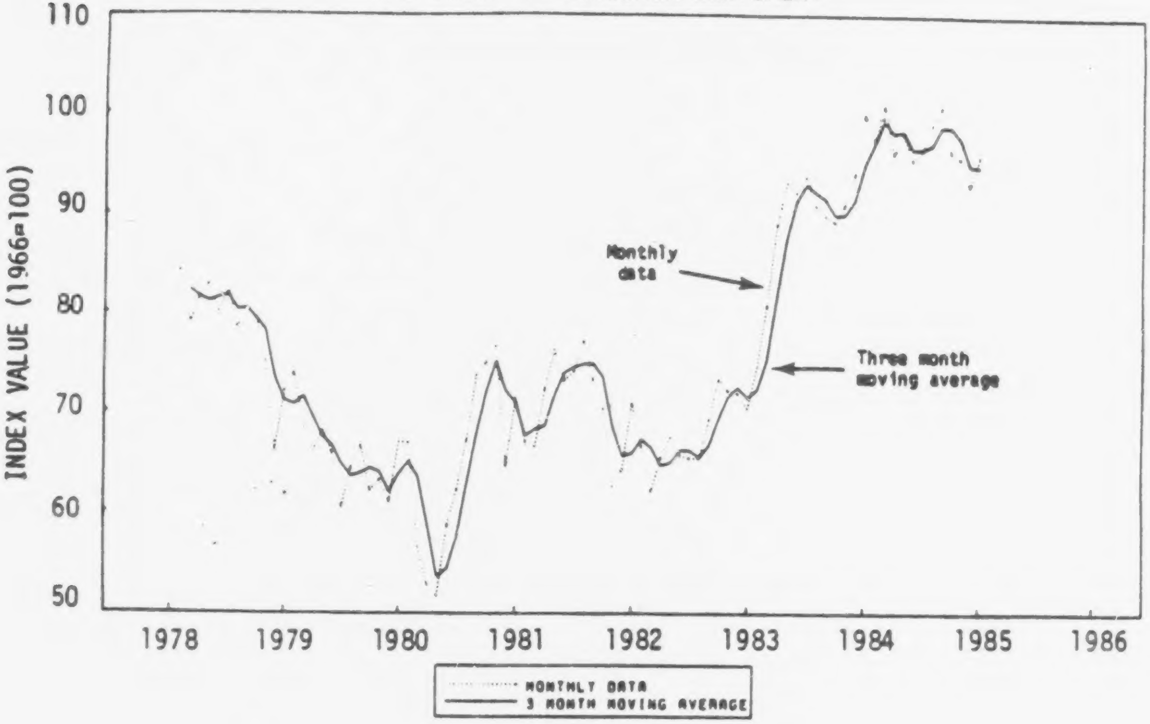
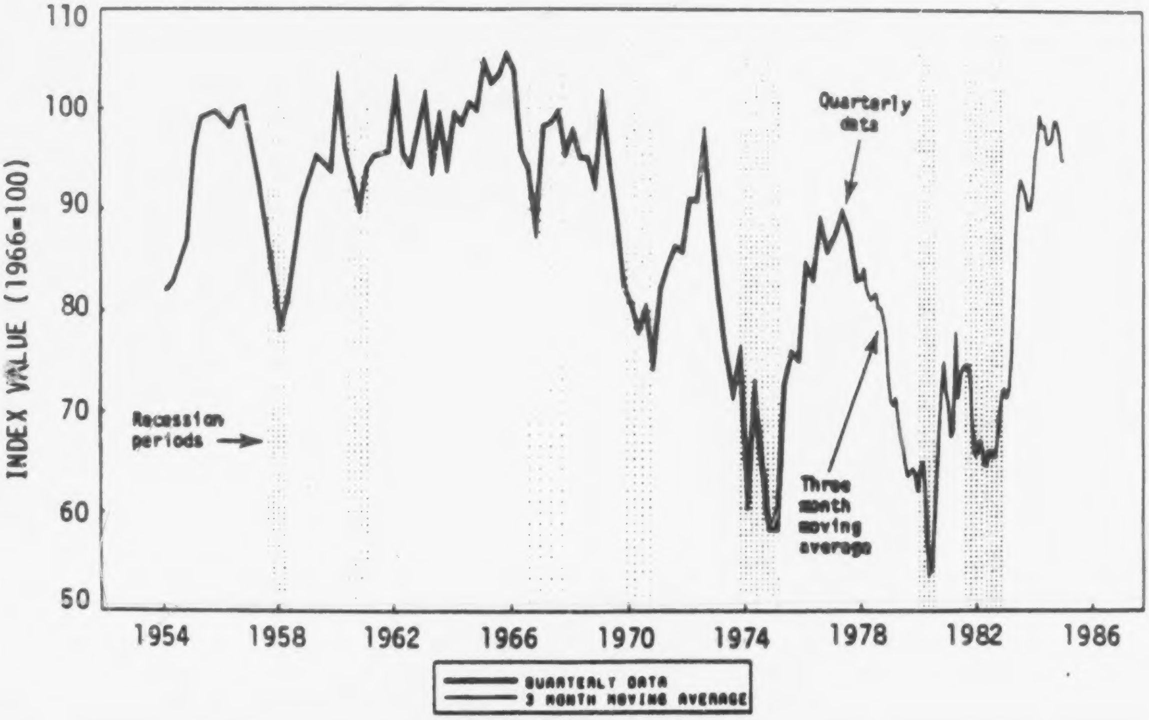


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

UNIVERSITY OF MICHIGAN

March 1991 Monthly Survey April 5, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

END OF WAR PROMPTS SUBSTANTIAL IMPROVEMENT IN OUTLOOK FOR ECONOMY

Record Increase in Consumer Sentiment

The Index of Consumer Sentiment rose to 87.7 in the March 1991 survey, regaining nearly all of the loss recorded since the Middle East crisis began. The substantial gain was based on the expectation that the overall economy would improve during the year ahead. At present, however, most consumers continued to view the economy in recession, and have reported little improvement in their own financial situation.

The March improvement of 17.3 Index-points was the largest one month gain in the history of the surveys. In the early phase of past recoveries, consumer sentiment has repeated recorded sharp increases, but never as rapidly--the Index recorded a three-month improvement of 18.7 Index-points at the start of 1983, and a three-month improvement of 15.7 Index-points in early 1975.

The crucial common element of the past recoveries was that the initial gains in sentiment were sustained over time, with expected improvements in the general economy quickly translated into expected improvements in personal finances. While the record setting rebound in confidence represents the best first step toward recovery ever recorded, whether these initial gains will be sustained in the coming months will be the decisive factor in ending the current recession.

Since the improvement consumers expect is thus far limited to the general economy, rather than in their own personal financial situation, it is likely to foster a "wait and see" attitude toward spending. Until consumers can be more confident of improvements in their incomes and job prospects, they are likely to remain cautious spenders.

Improvement Widespread Among Population Subgroups

The large gain in confidence was widespread across all regions, as well as age and income subgroups.

Among residents of the Southern region, the Index rose to 91.4 in March, a gain of 20.6 Index-points from February. Consumer sentiment among residents of the Northeast rose to 83.0 in March, up 18.8 Index-points from February. Sentiment among Western residents rose to 88.2, up 17.3 Index-points from February. The smallest improvement was recorded among residents of the Midwest, rising to 85.9 in February, up 10.2 Index-points.

Among families with incomes of $30,000 or more, the Index of Consumer Sentiment rose to 94.5 in March from 73.9 in February--a gain of 20.6 Index-points. For respondents under 35 years of age, the February improvement totaled 21.1 Index-points; among those age 35 or older the gain was 15.0 Index-points.

Leading Indicator Posts Substantial Gain

The Index of Consumer Expectations rose to 84.5 in the March 1991 survey, from 62.0 in February and the recent low of 50.9 in October 1990. The March 1991 reading was the highest level recorded since the December 1989 survey. The Index of Consumer Expectations has improved in each of the past five months, with two-thirds of the entire improvement since the October 1990 low coming in the March survey alone. Indeed, the March gain of 22.5 Index-points was the largest one month increase ever recorded.

Greatly Improved Outlook For Economy

Consumers' assessments of the general economy have followed a rather typical cyclical pattern during the past six months, with changes in expectations preceding changes in assessments of current conditions. The distinctive aspect was the very rapid acceleration of the underlying pattern at the conclusion of the war.

Consumers' expectations of future change declined sharply in the third quarter of 1990, reaching a low in the October 1990 survey. From October through February they gradually improved, with the proportion of families that expected an improving economy rising each month, from a low of 11 percent in September to 27 percent in February. This 16 percentage-point improvement was then doubled in the March 1991 survey, when the proportion of families that expected an improving economy rose to 44 percent.

Reflecting the expected improving trend in the economy, 48 percent of all families in the March 1991 survey thought that this would mean the reestablishment of good times financially in the economy as a whole during the year ahead, more than twice the 20 percent recorded in February. The expected improvement also extended over the longer term, as 38 percent of all families expected good times in the economy during the next five years in the March 1991 survey, up from 26 percent in February.

The marked improvement in the future outlook for the economy, however, did not change the very unfavorable views of its current state. Consumers' assessments of current conditions in the economy continued to decline through the end of the year, reaching a low in the January 1991 survey, when 81 percent thought the economy was in recession. By the March 1991 survey, 75 percent of all families still thought that the economy was in recession, an insignificant improvement.

Unemployment

Although further increases during the next twelve months in the national unemployment rate were much less frequently expected in the March 1991 survey (36 percent, down from 56 percent in February), few expected the unemployment rate to actually decline (17 percent in March, up from 12 percent in February). Instead, the shift in opinions recorded in the March 1991 survey was toward the expectation that the national unemployment rate would remain largely unchanged at its present level in the year ahead (46 percent in March, up from 31 percent in February).

Inflation Expectations Continue to Improve

Consumers expected the inflation rate to average 4.5% during the year ahead in the March 1991 survey, down from 4.8% in February and the recent high of 6.1% recorded in October of 1990. The March 1991 survey marked the fifth consecutive month that the expected inflation rate declined.

Improved Prospects For Economy Dims Interest Rate Outlook

Following repeated improvements in interest rate expectations during the past few months, the March 1991 survey recorded the first reversal since September 1990. Apparently, along the expectations of an improving economy, fewer consumers expected further declines in interest rates.

Among all families in the March 1991 survey, 35 percent expected declines in interest rates, down from the 43 percent recorded in February. The reversal, however, has been very small compared with the extent of the recent change. At present, as many families expect declines as well as increases during the year ahead (35 percent), where as in September of 1990 increases were expected more than four times as frequently as declines (63 versus 14 percent).

Personal Finances Post Smallest Improvements

Compared to the substantial improvement recorded in expectations for the general economy, consumers' views of their own personal financial situation posted only marginal gains. Among all families, 35 percent reported that the financial situation had improved during the past year, barely above the average of 33 percent recorded during the prior five months. Increases in incomes were reported by 26 percent of all households in the March 1991 survey, only slightly above the 25 percent recorded in February and the recent low of 24 percent in October 1990.

For the year ahead, 36 percent of all families expected their financial situation to improve, up from 32 percent one month earlier and 26 percent three months earlier. Overall, half of all families expected their incomes to just keep pace with rising prices, leaving the net financial situation unchanged during the year ahead.

Home Buying Attitudes Continue to Improve

Favorable attitudes toward buying conditions for homes were held by 73 percent of all families in the March 1991 survey, up from 61 percent in February and the recent low of 50 percent in October 1990. Unlike attitudes toward buying conditions for vehicles and large household durables, which have only shown signs of improvement in the March survey, home buying attitudes posted significant improvement by the start of 1991.

The improvement in home buying attitudes continues to be paced by lower mortgage interest rates. Reports of the availability of lower mortgage interest rates increased sharply from the October 1990 to January 1991 survey (from 11 to 31 percent), and then rose further in the March 1991 survey (to 43 percent).

In addition to lower mortgage rates, more families favorably referred to the current level of home prices in the March 1991 survey than any other time in the history of these surveys. Among all families in the March 1991 survey, 49 percent mentioned low or reduced home prices, above the prior peak of 42 percent recorded in January 1991.

Vehicles Buyers: Looking For Discounts

Favorable attitudes toward buying conditions for vehicles were held by 66 percent of all households in the March 1991 survey, up from 54 percent one month earlier and 47 percent three months earlier.

More families mentioned in the March 1991 survey that they based their favorable vehicle buying attitudes on the availability of price discounts. Overall, 48 percent of all families thought that the availability of price discounts during the upcoming year would promote favorable buying conditions. At 48 percent, the March figure tied the all-time record high that was recorded from January to March of 1990.

References to lower interest rates on vehicle loans did increase, but still remained at a relatively low level. Among all families, 16 percent mentioned the lower interest rates on vehicle loans, up from 10 percent one month earlier and 8 percent three months earlier.

Household Durables: First Signs of Improvement

Favorable attitudes toward buying conditions for furniture, appliances, home electronics and other large household durables were held by 63 percent of all families in the March 1991 survey, up from 54 percent one month ago and 55 percent three months ago. Overall, the March survey marked the first monthly improvement since the start of the Middle East crisis.

References to price discounts for household durables rose to 36 percent in the March 1991 survey, from 33 percent one month earlier and the low of 26 percent in October.

An important element of the recent improvement was a decline in the economic uncertainty caused by the war. The proportion of families that referred to bad and uncertain economic conditions as a reason for their unfavorable buying attitudes fell to 18 percent in March from 28 percent in February.

* * *

The March 1991 survey included 504 completed interviews conducted between February 28th and March 27, 1991.

05112 - A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

MARCH 1991

The March 1991 survey was the 272nd in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

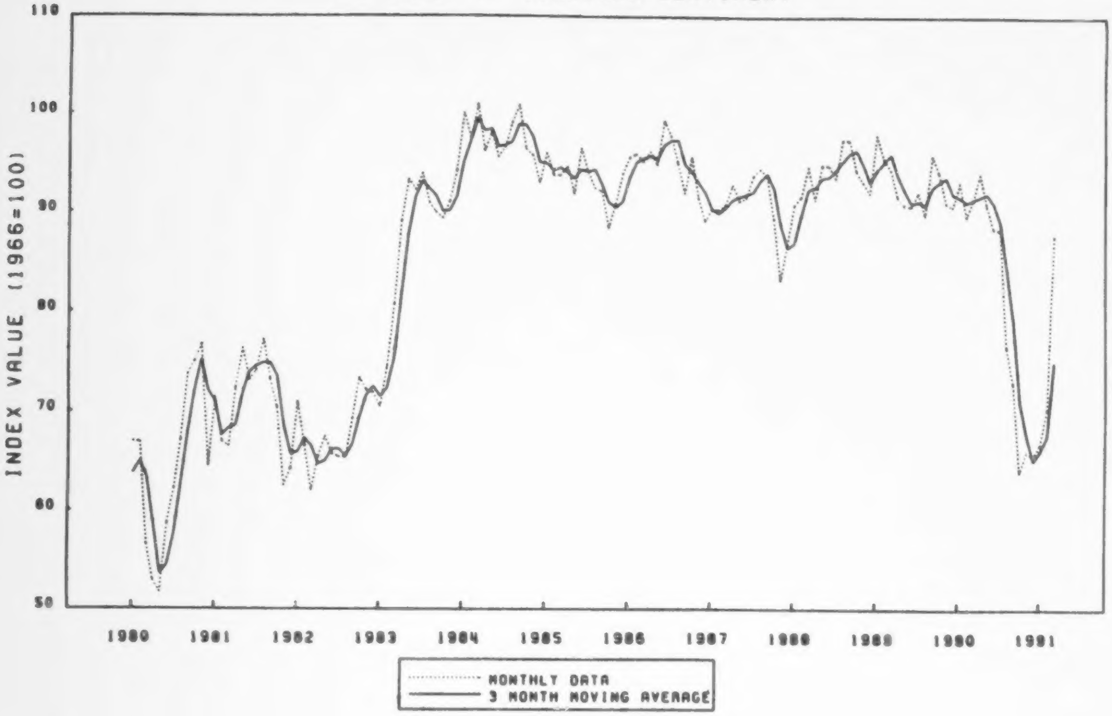


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

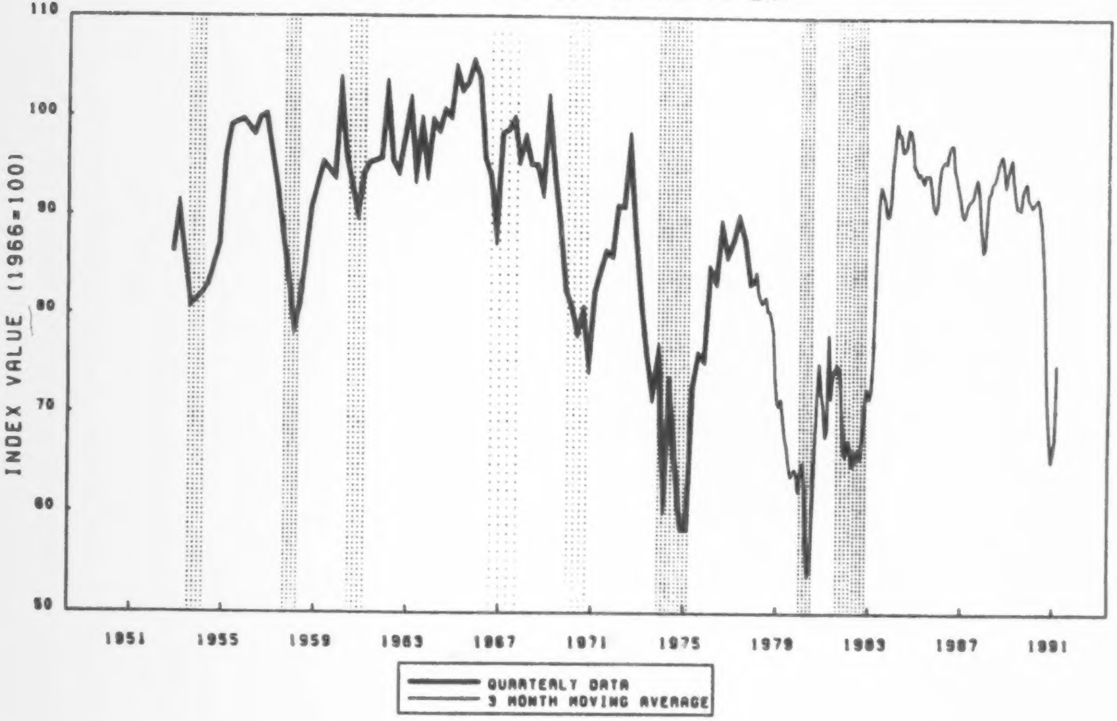


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
March	1988	94.6	103.7	104.6
April	1988	91.2	99.1	99.6
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

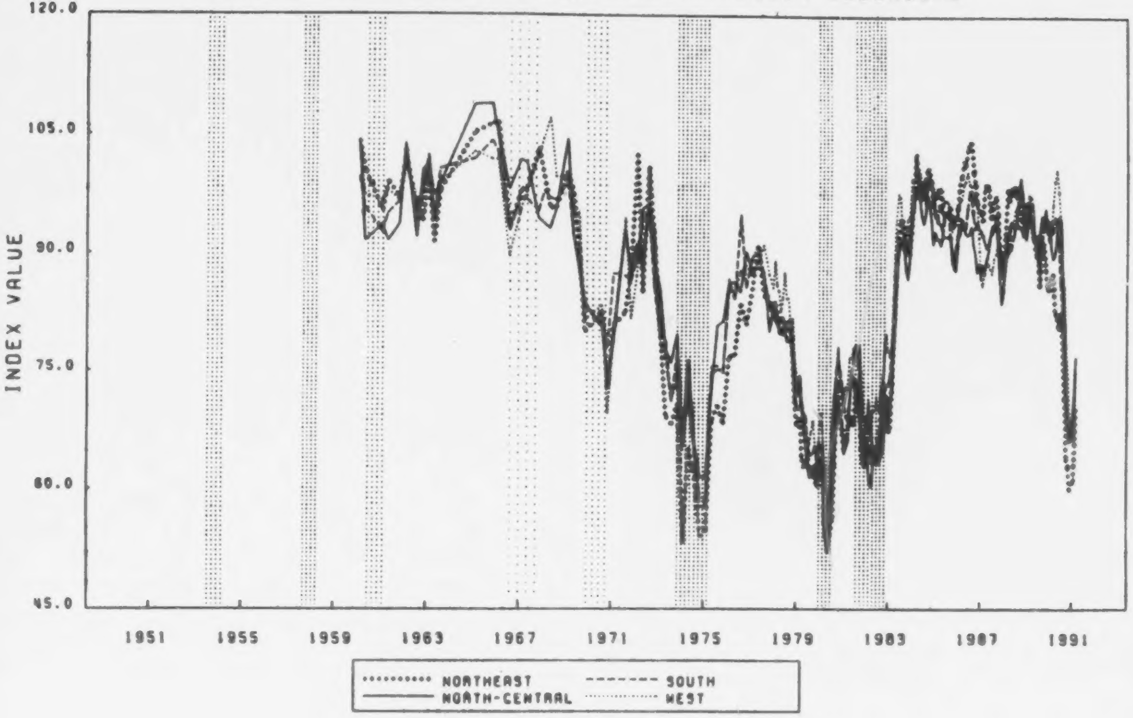


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

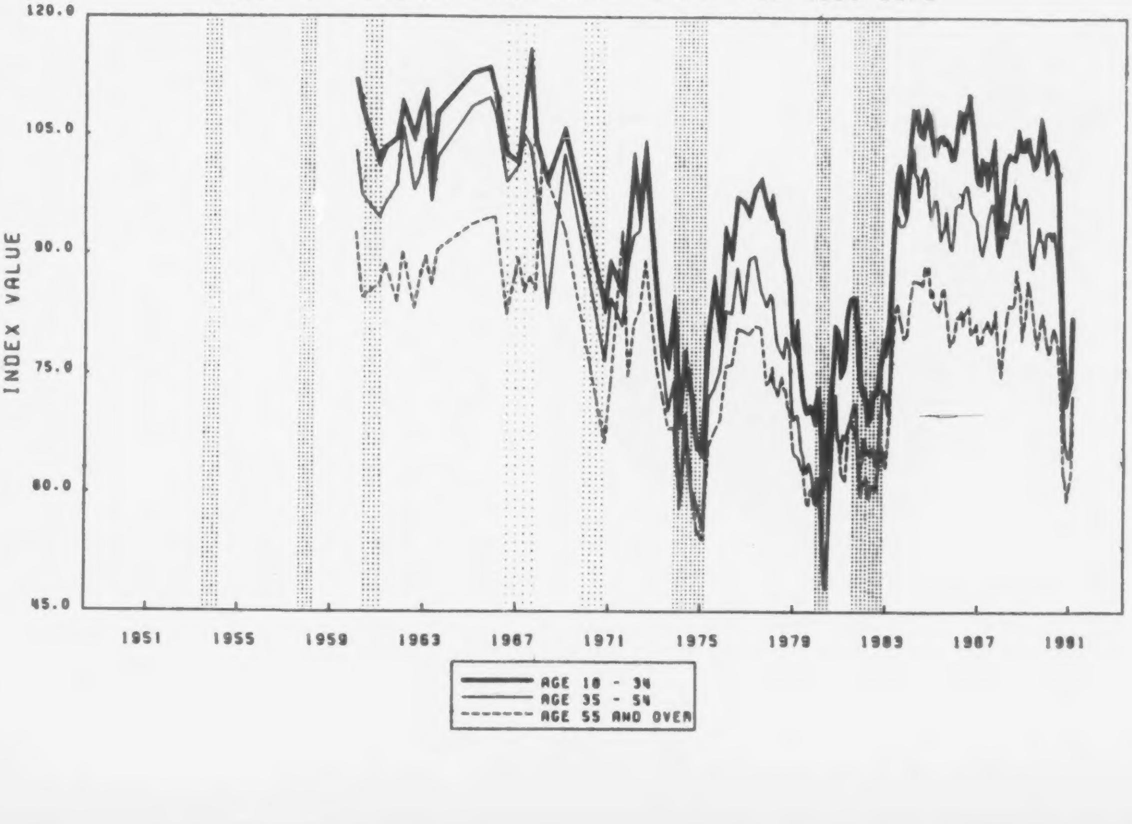


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

		CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY		North East	North Central	South	West	18-34	35-54	55+
March	1988	101.2	92.9	91.6	95.3	103.5	98.9	80.0
April	1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December	1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January	1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February	1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March	1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

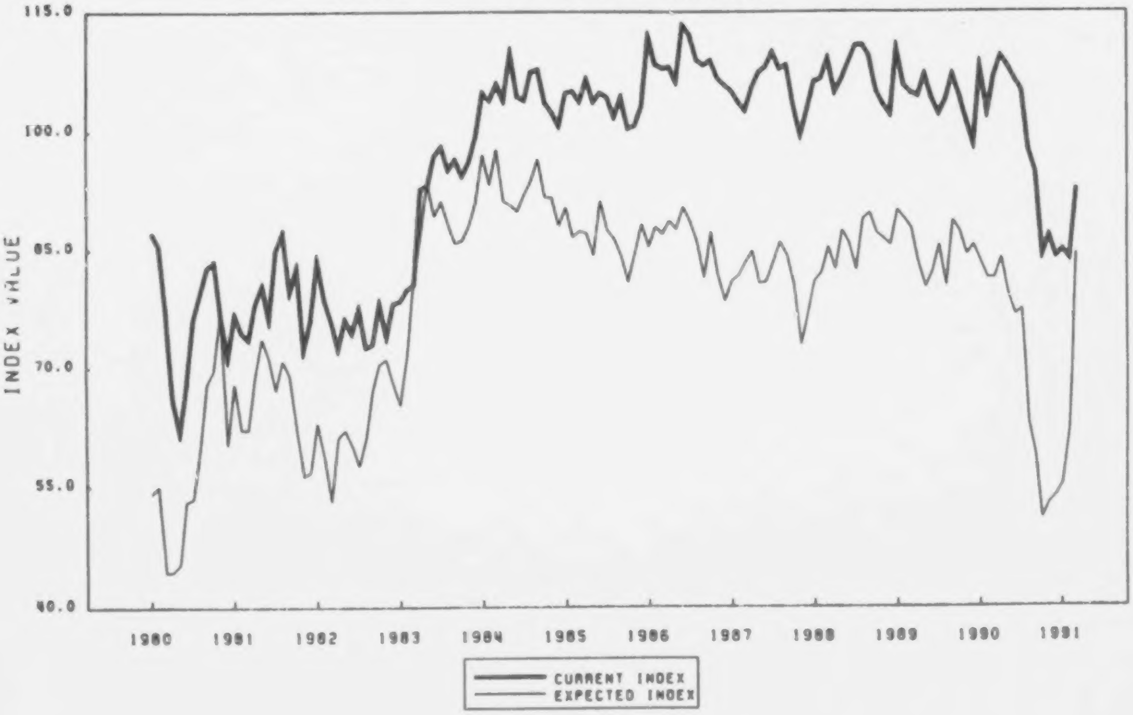


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

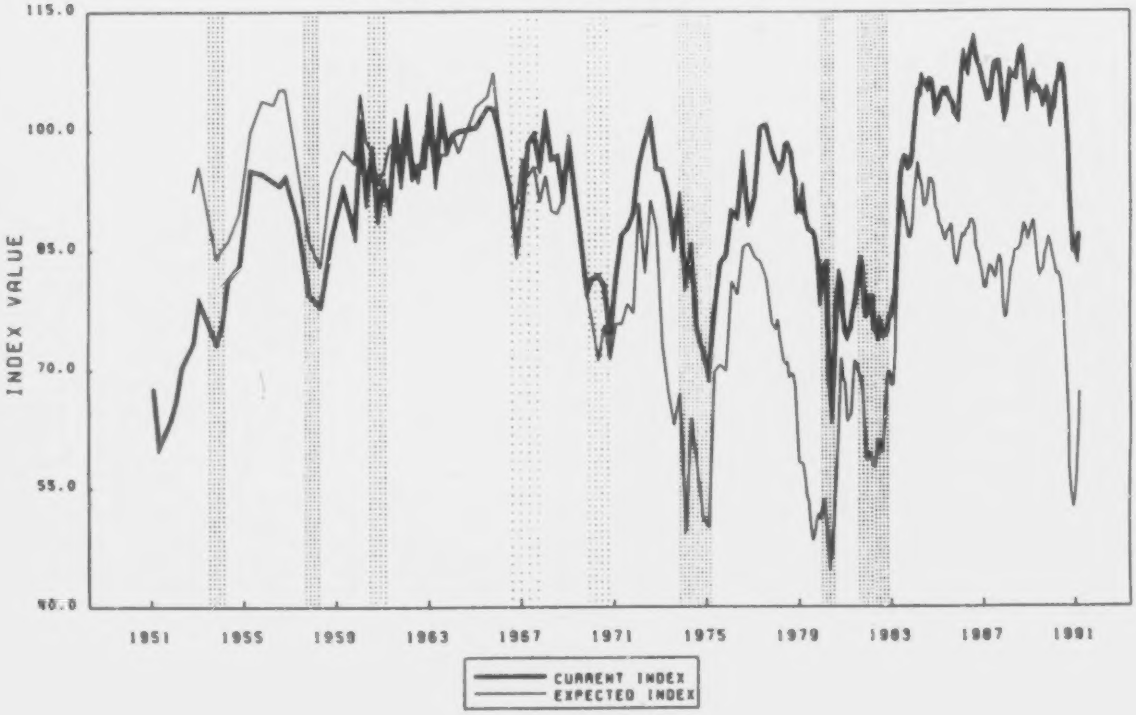


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

INDEX COMPONENTS +

	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
March 1988	127	133	114	96	156	109.1	85.2
April 1988	117	125	117	89	154	104.8	82.4
May 1988	111	127	125	98	165	106.5	87.3
June 1988	119	129	121	95	163	108.6	85.7
July 1988	120	128	106	96	167	110.7	82.3
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7
January 1991	104	118	46	55	115	84.9	55.2
February 1991	96	120	56	71	120	83.7	62.0
March 1991	102	126	113	100	137	92.7	84.5

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21
+: Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

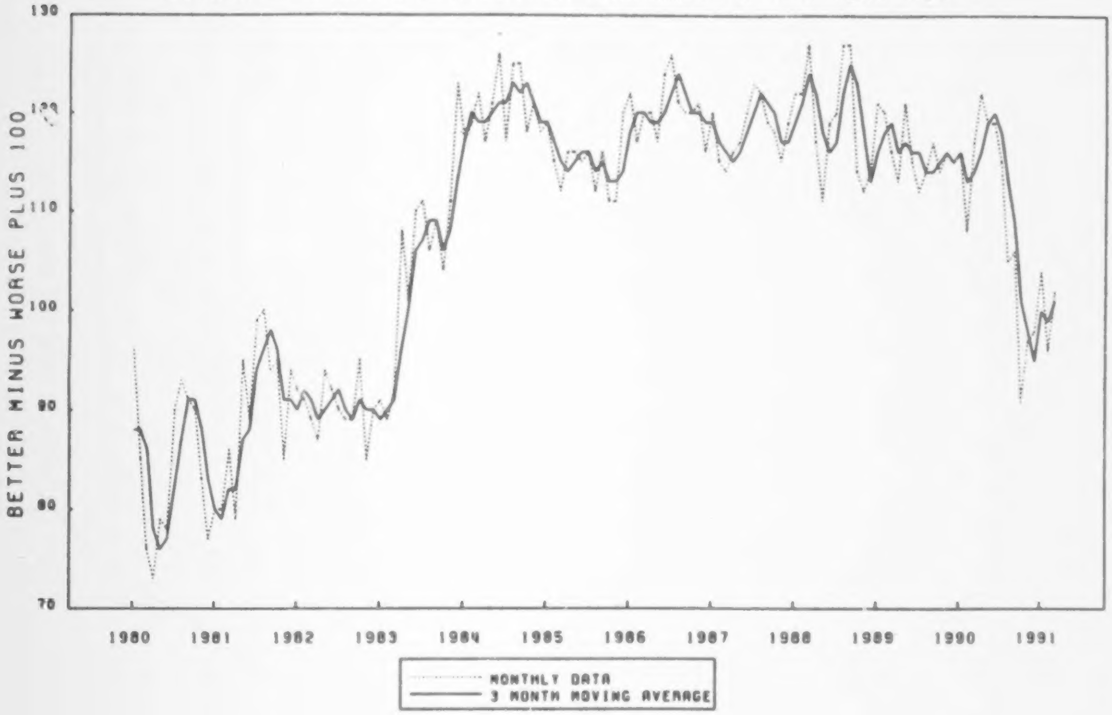


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

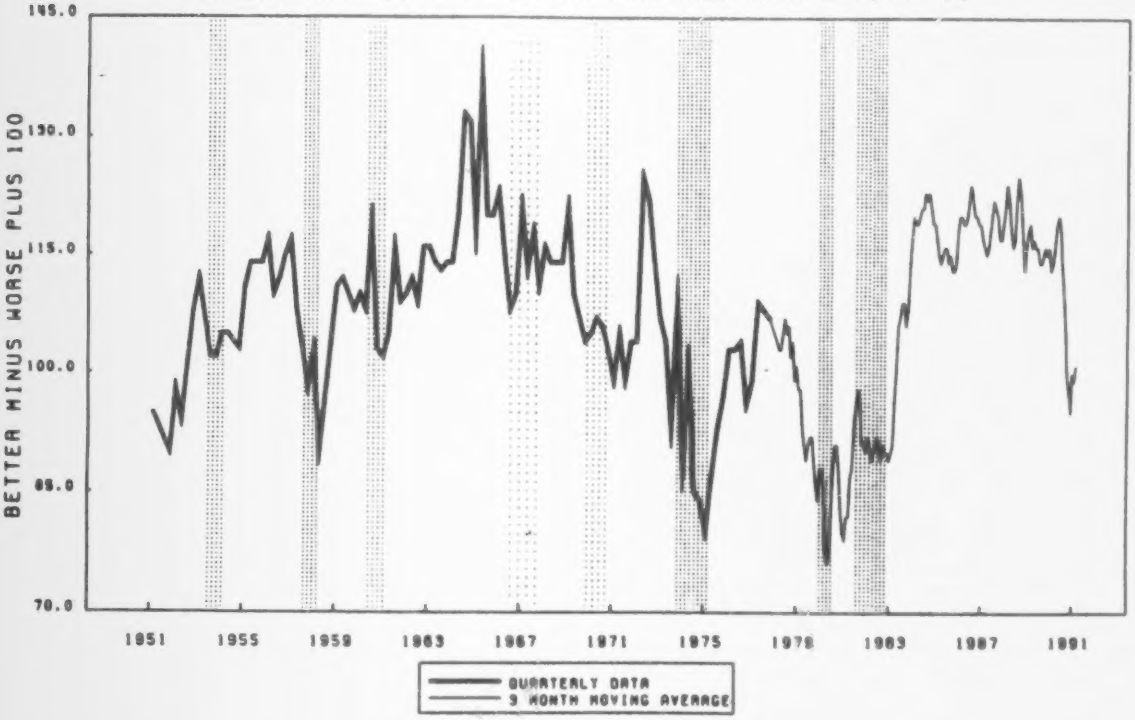


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
BETTER OFF	43%	46%	43%	43%	43%	36%	36%	30%	35%	33%	34%	32%	35%
SAME	30	29	33	33	29	33	34	31	27	32	35	32	31
WORSE OFF	26	24	24	24	28	31	30	39	38	35	30	36	33
DK,NA	1	1	*	*	*	*	*	*	*	*	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

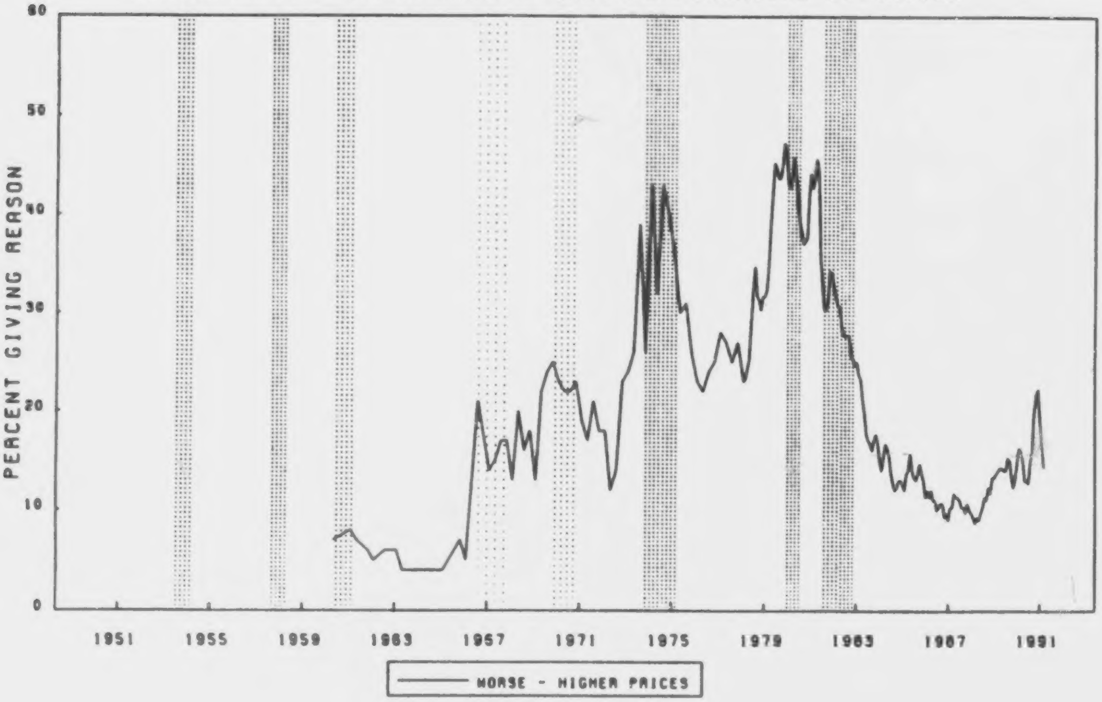


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

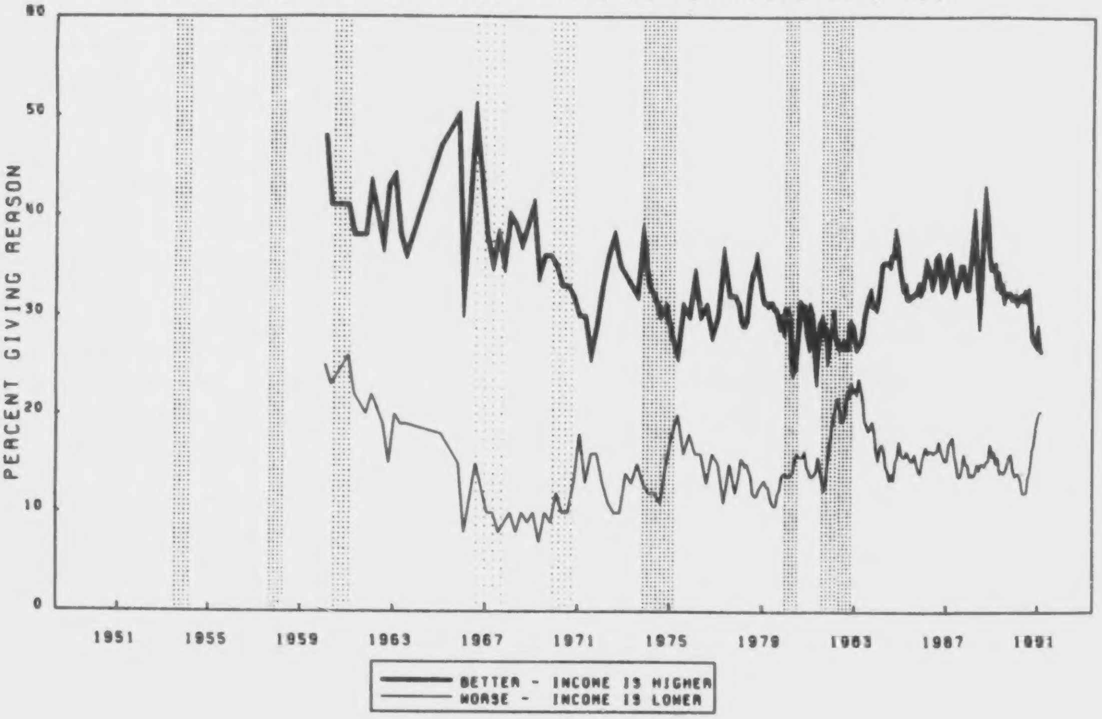


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	34%	29%	34%	32%	31%	28%	24%	30%	27%	28%	25%	26%
WORSE OFF THAN YEAR AGO:													
Income is lower	11	13	12	11	13	17	13	19	19	18	22	21	18
Higher prices	15	13	11	15	12	18	18	24	23	20	14	15	14

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

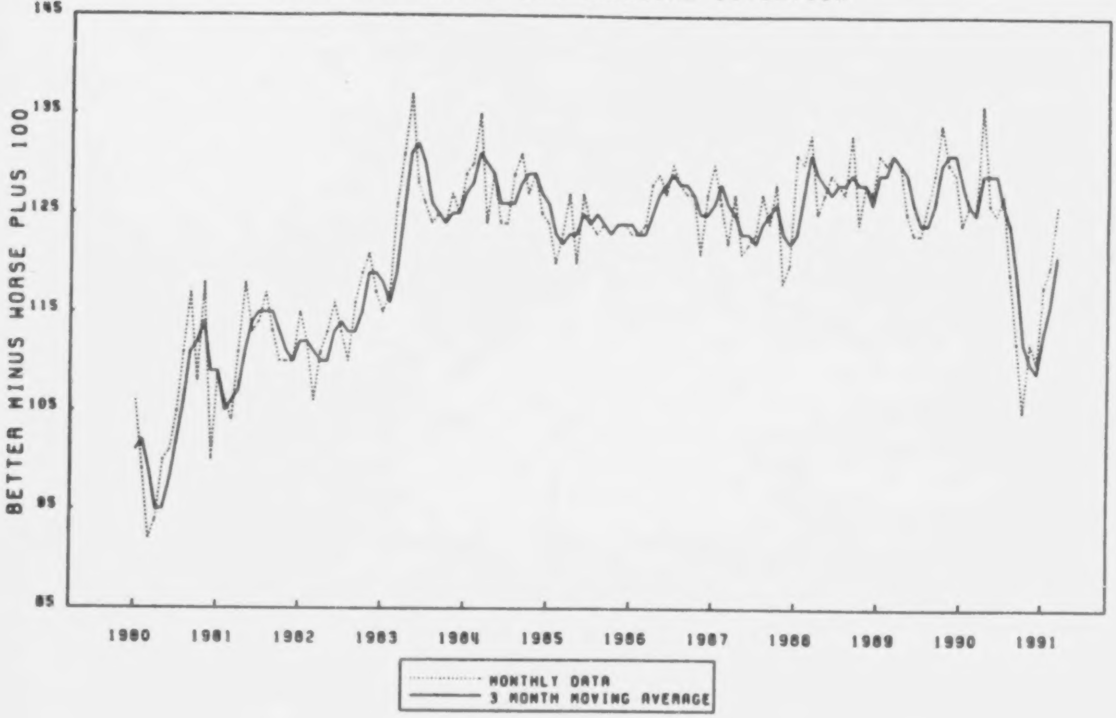


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

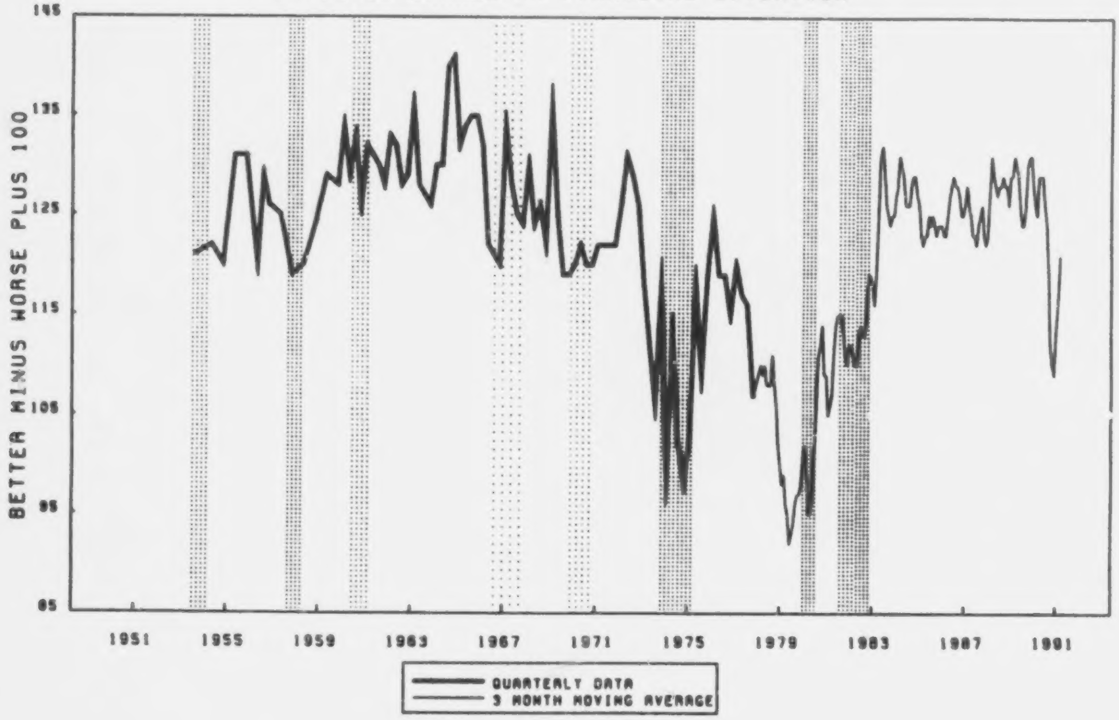


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
BETTER OFF	37%	45%	38%	36%	37%	32%	29%	29%	31%	26%	32%	32%	36%
SAME	49	44	48	50	51	52	52	44	46	54	51	53	50
WORSE OFF	12	9	12	11	10	13	17	24	19	16	14	12	10
DK,NA	2	2	2	3	2	3	2	3	4	4	3	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

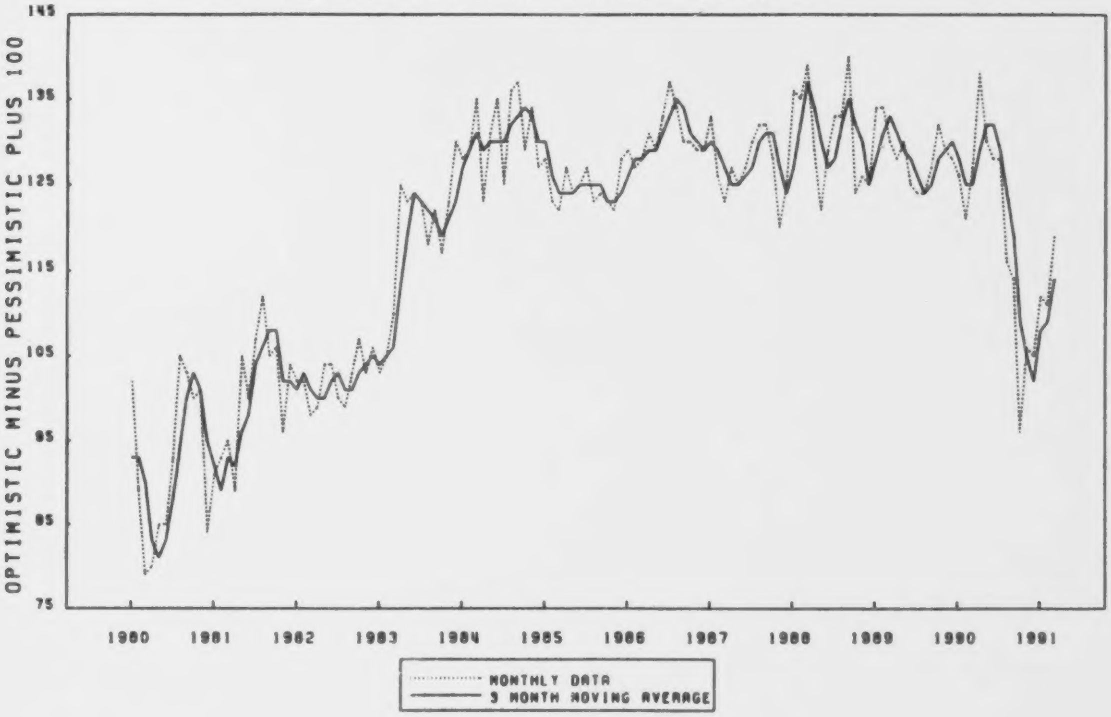


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

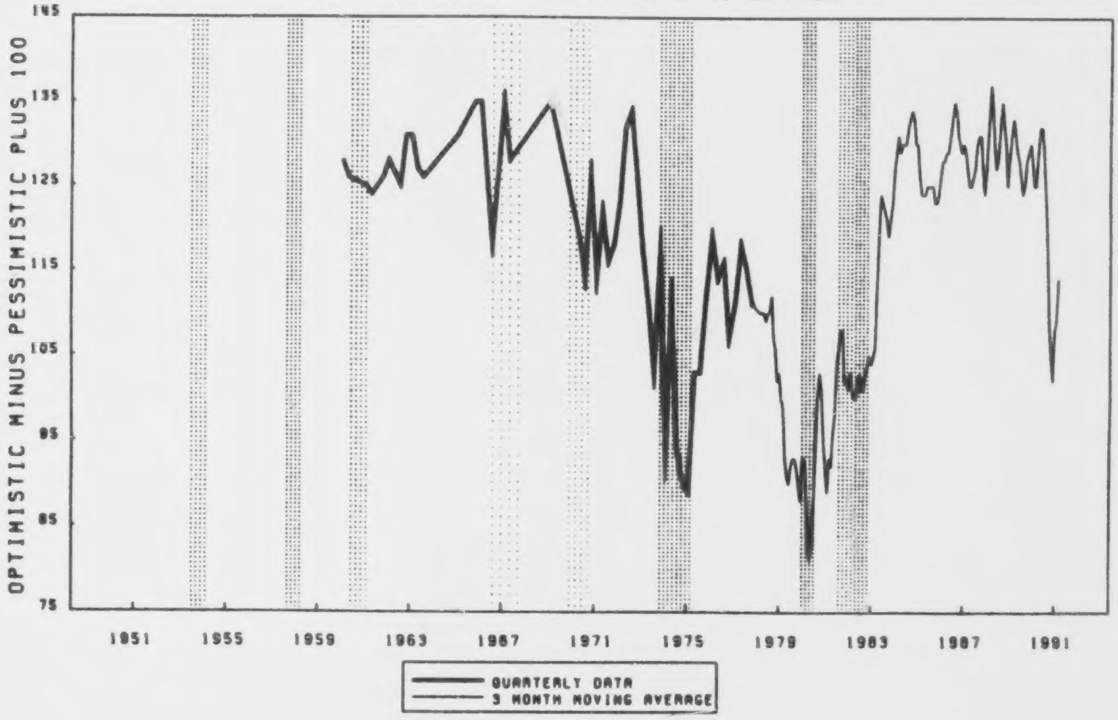


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
Continuous increase (a)	20%	24%	22%	19%	21%	14%	14%	13%	15%	12%	16%	13%	16%
Intermittant increase(b)	28	29	26	29	26	28	26	20	23	24	22	25	24
Remain unchanged (c)	17	16	21	18	20	18	21	15	13	18	21	19	20
Intermittant decline (d)	15	11	11	16	13	20	17	25	23	22	20	20	16
Continuous decline (e)	6	4	7	4	6	6	9	12	9	9	6	7	5
Mixed change (f)	10	13	11	11	12	11	11	12	13	11	11	13	14
DK,NA	4	3	2	3	2	3	2	3	4	4	4	3	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

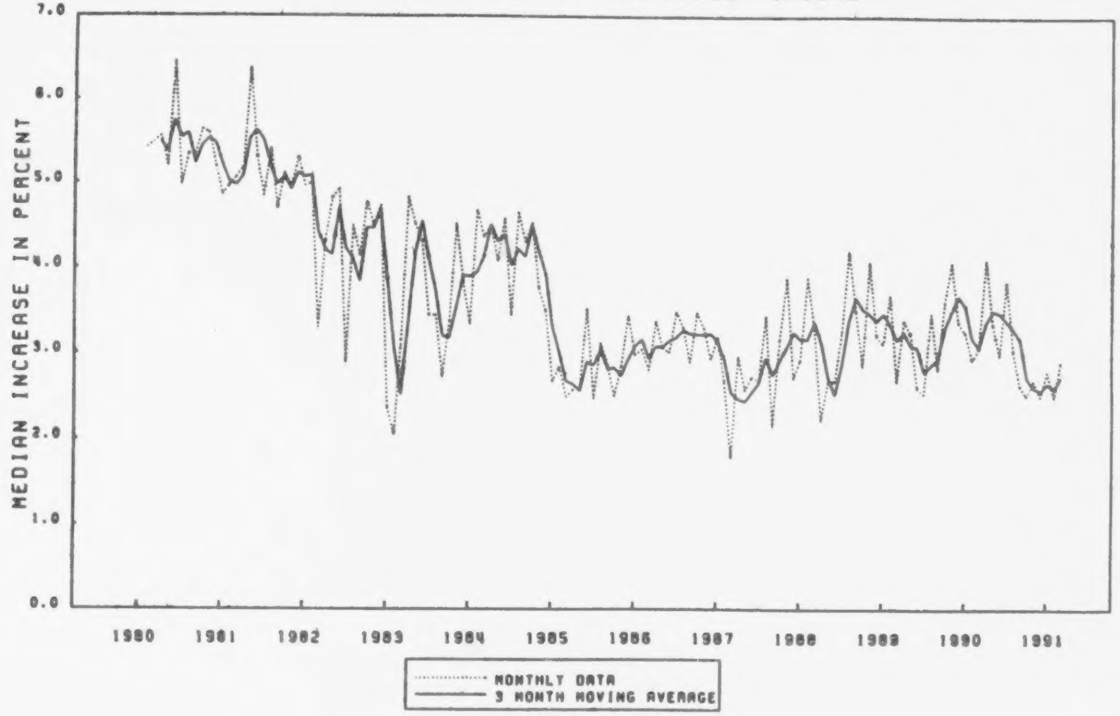


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

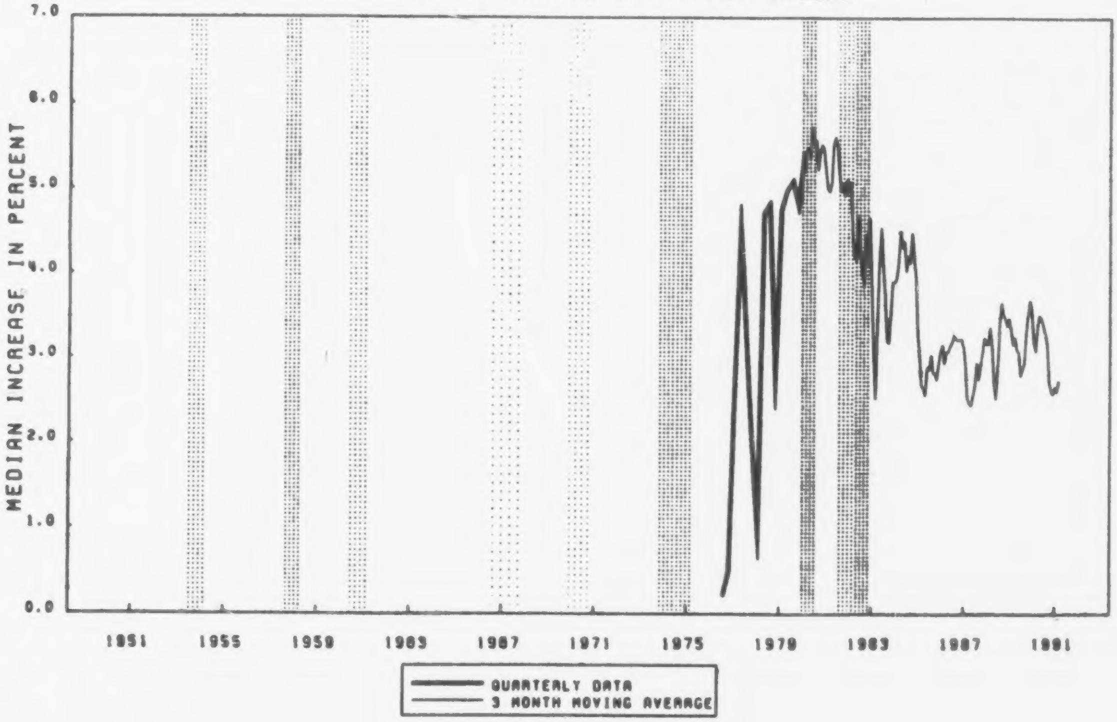


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
EXPECT INCREASE:													
1-4%	15%	15%	16%	17%	16%	17%	17%	14%	19%	17%	15%	19%	13%
5%	9	13	9	10	14	9	10	13	13	14	11	12	13
6-9%	9	7	8	9	8	10	8	5	4	5	7	6	7
10-24%	16	18	18	12	15	17	12	13	15	12	12	12	13
25% or more	4	8	7	9	8	6	6	6	5	6	8	6	7
DK how much up	5	4	5	3	3	2	4	5	3	4	5	4	5
EXPECT SAME	28	27	27	25	25	25	28	26	24	25	29	24	28
EXPECT DOWN	13	7	9	15	9	13	14	17	17	17	12	16	12
DK,NA	1	1	1	*	2	1	1	1	*	*	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

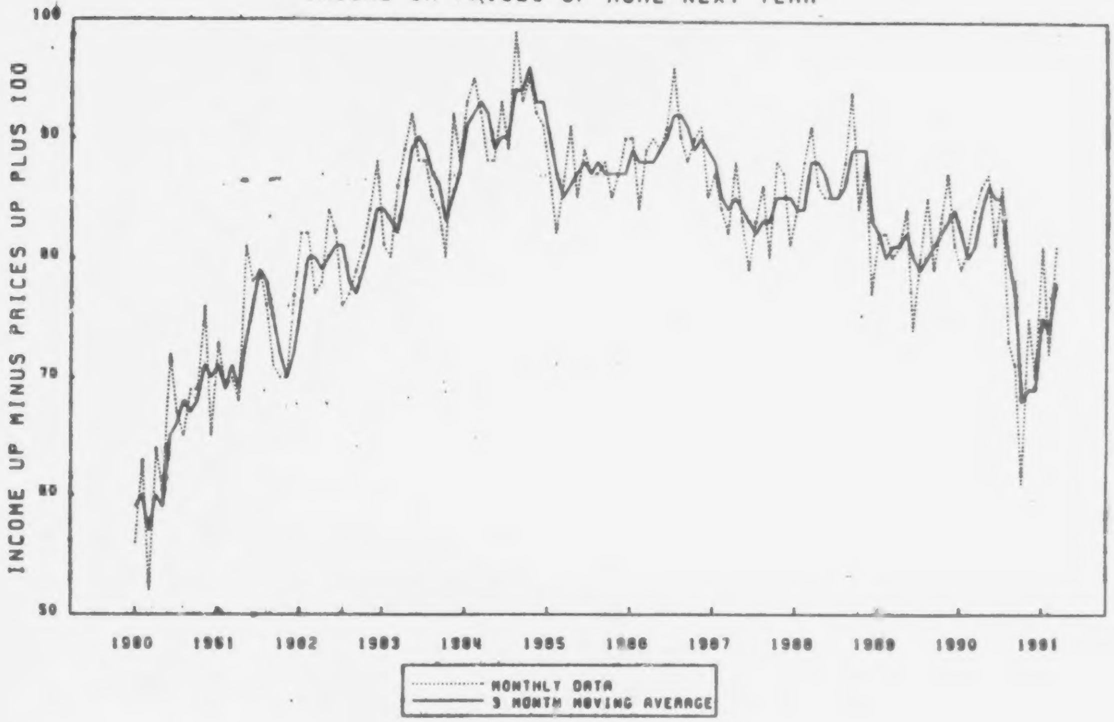


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

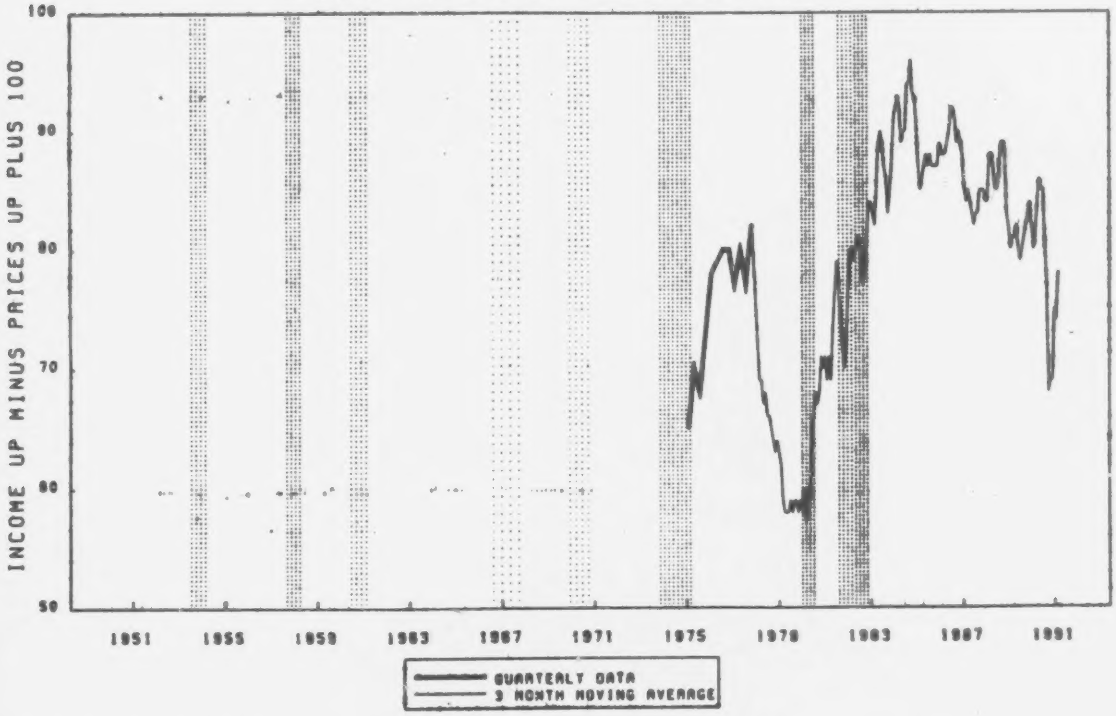


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
INCOME UP MORE	20%	21%	19%	18%	21%	18%	14%	12%	16%	15%	18%	15%	18%
INCOME UP SAME	42	42	48	44	42	37	42	35	41	38	45	40	44
PRICES UP MORE	36	35	32	37	35	45	43	51	41	45	37	43	37
DK,NA	2	2	1	1	2	*	1	2	2	2	*	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

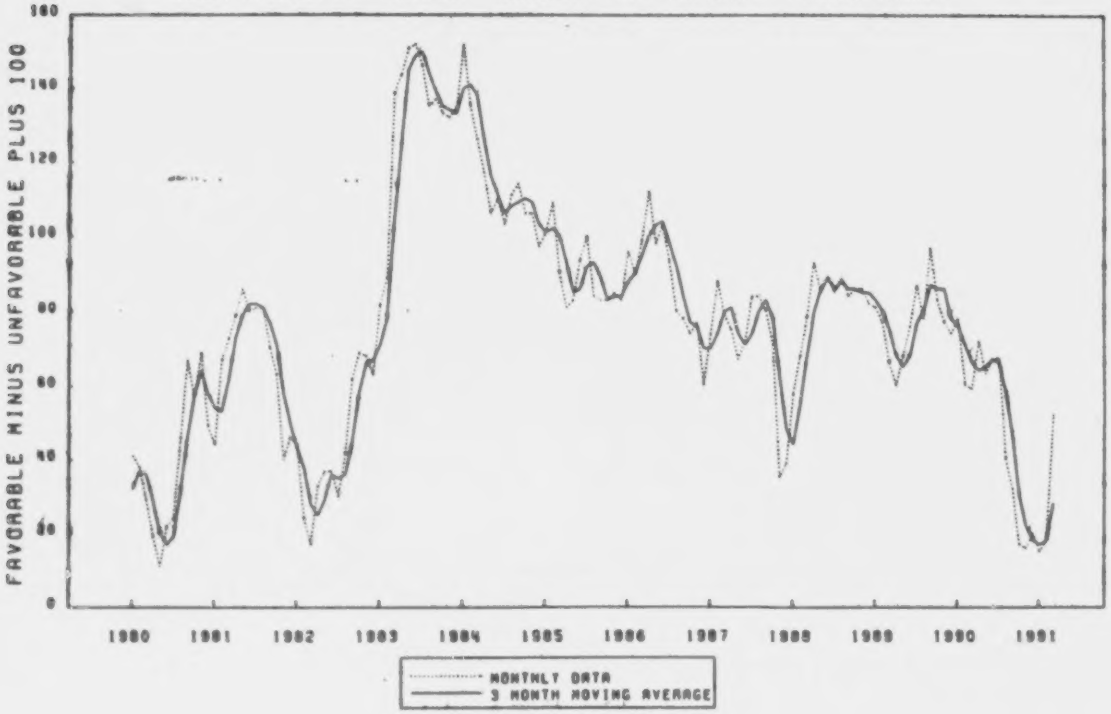


CHART 10 - HISTORICAL SERIES

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

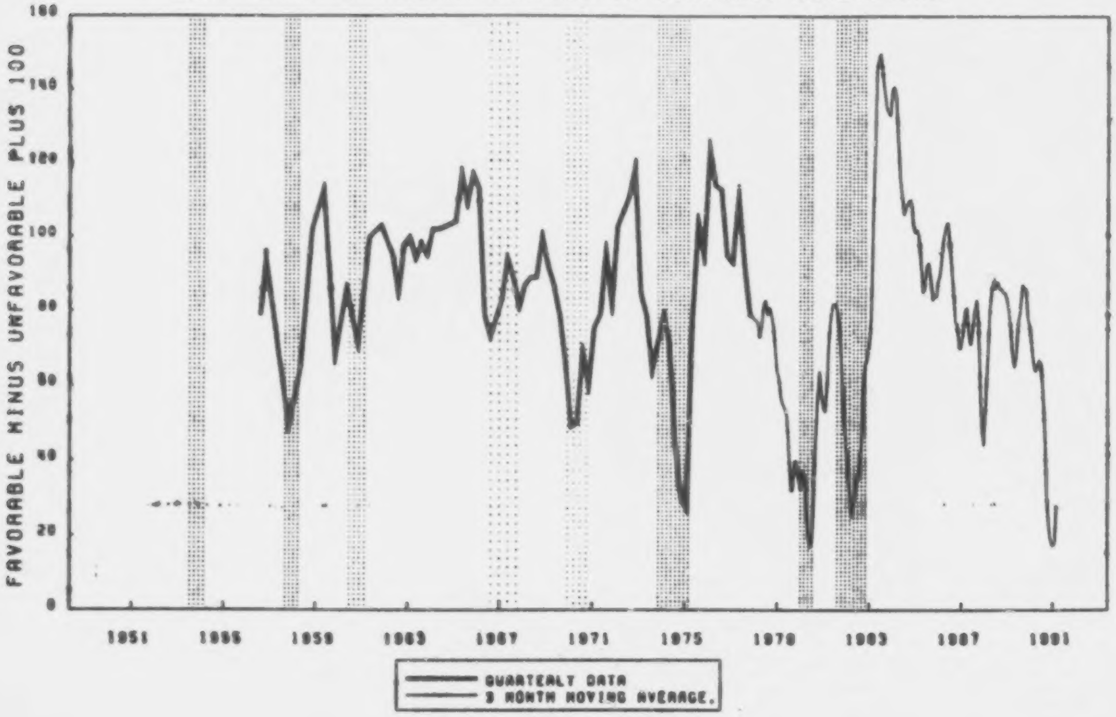


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
FAVORABLE NEWS	21%	23%	18%	22%	18%	16%	10%	8%	8%	11%	9%	13%	27%
UNFAVORABLE NEWS	62	51	55	55	51	76	78	91	92	91	94	95	75
NO MENTIONS	43	49	50	48	54	39	44	35	37	33	32	31	35

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

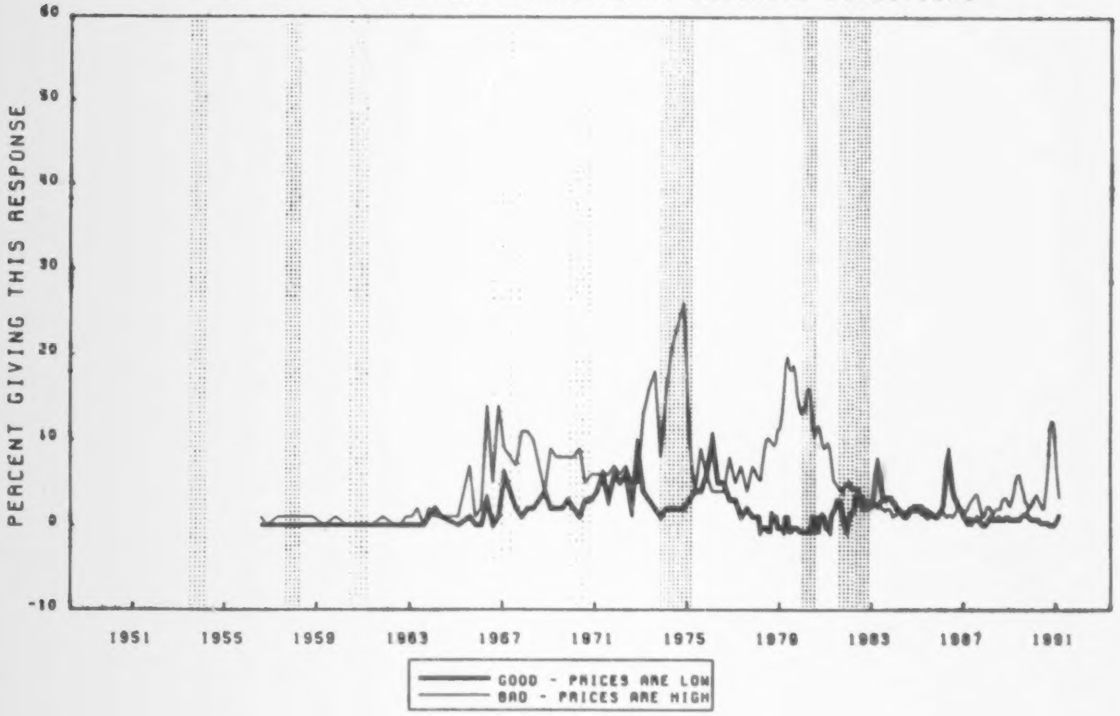


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

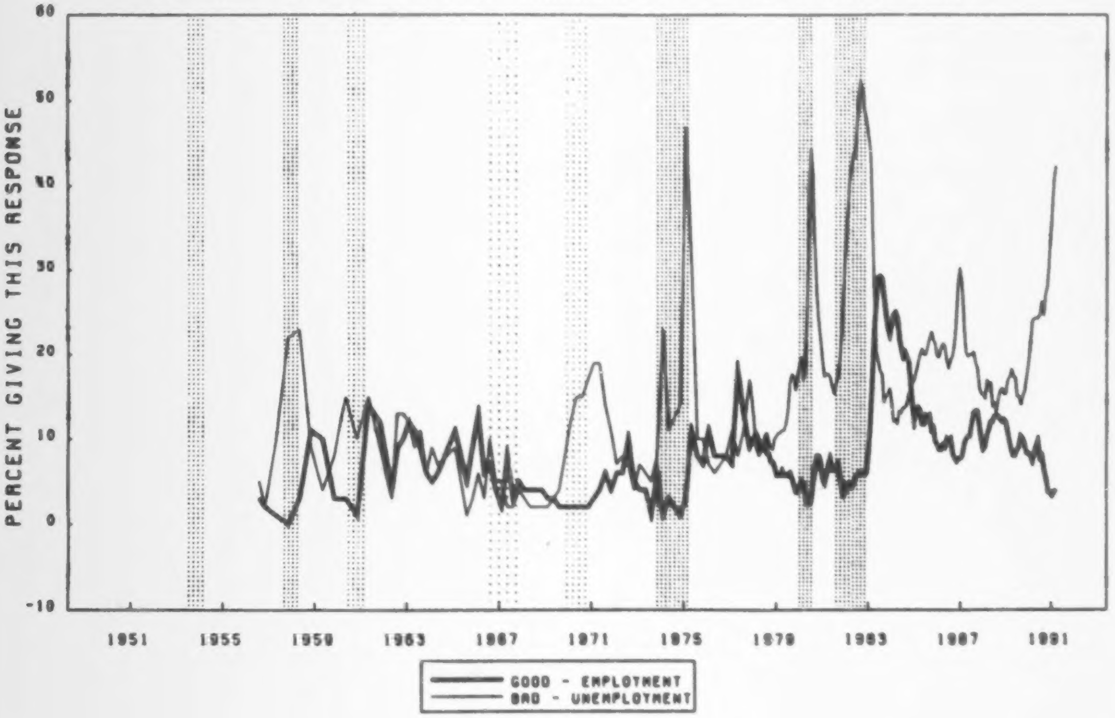


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
FAVORABLE NEWS:													
Government; elections	3%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	3%
Employment	7	12	8	9	6	9	4	3	4	4	2	5	5
Higher consumer demand	2	2	1	1	*	1	1	1	*	1	*	*	1
Lower prices	*	1	*	*	1	*	*	*	*	*	1	1	2
Easier credit	1	1	2	2	2	2	*	*	1	1	3	2	6
Stock market	1	1	1	2	2	*	*	*	*	*	1	1	1
Trade deficit	2	2	1	1	1	*	*	*	*	*	*	*	1
UNFAVORABLE NEWS:													
Government; elections	6	3	8	6	9	13	17	16	17	10	15	11	5
Unemployment	27	22	24	27	23	29	22	31	31	33	43	46	38
Lower consumer demand	6	6	3	6	3	5	5	4	5	11	8	11	11
Higher prices	4	2	2	2	2	9	10	16	11	9	4	3	3
Tighter credit	3	2	3	2	2	2	3	2	2	2	1	1	2
Energy crisis	*	1	*	1	*	2	4	2	3	2	1	*	1
Stock market	4	3	3	1	1	3	3	5	5	*	3	2	1
Trade deficit	4	5	2	3	2	1	1	1	*	1	2	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

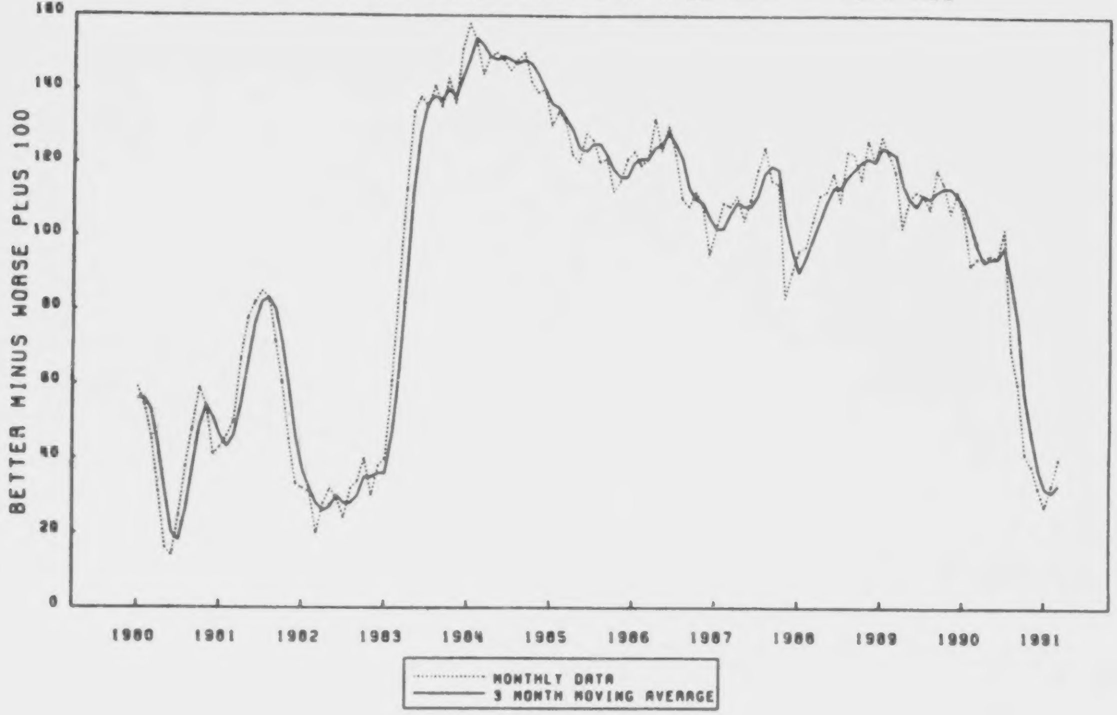


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

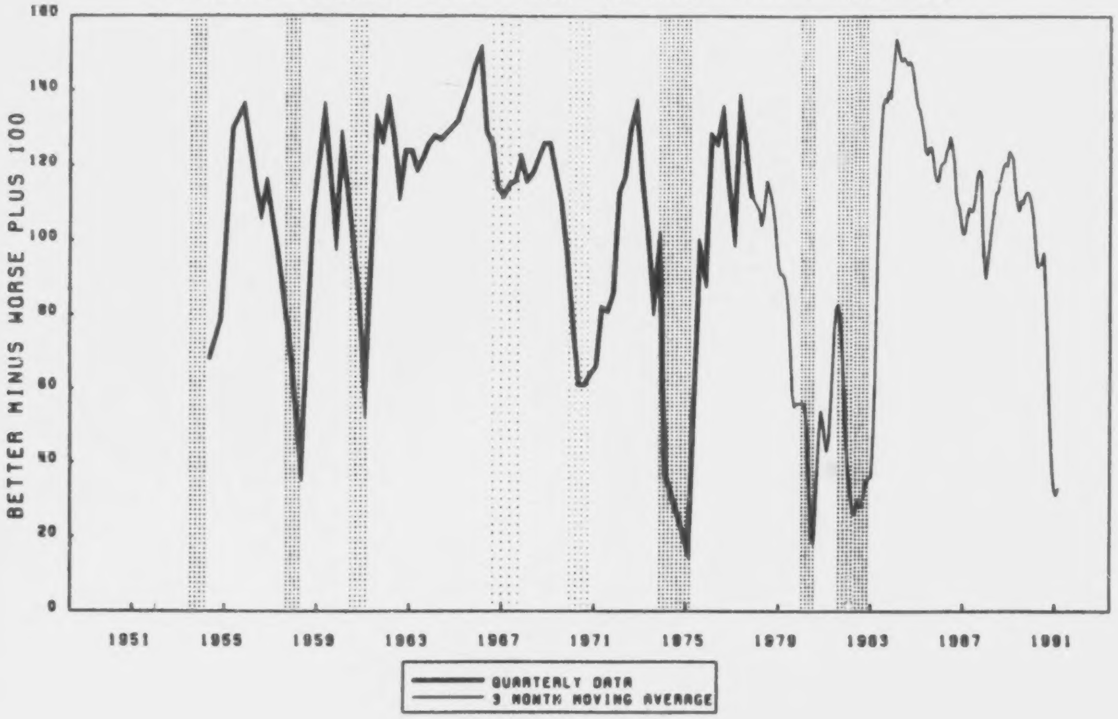


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
BETTER NOW	36%	38%	36%	37%	41%	26%	22%	15%	13%	11%	8%	11%	15%
SAME	20	17	19	18	19	15	13	8	11	9	10	9	8
WORSE NOW	42	44	41	43	39	57	62	74	75	79	81	78	75
DK,NA	2	1	4	2	1	2	3	3	1	1	1	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

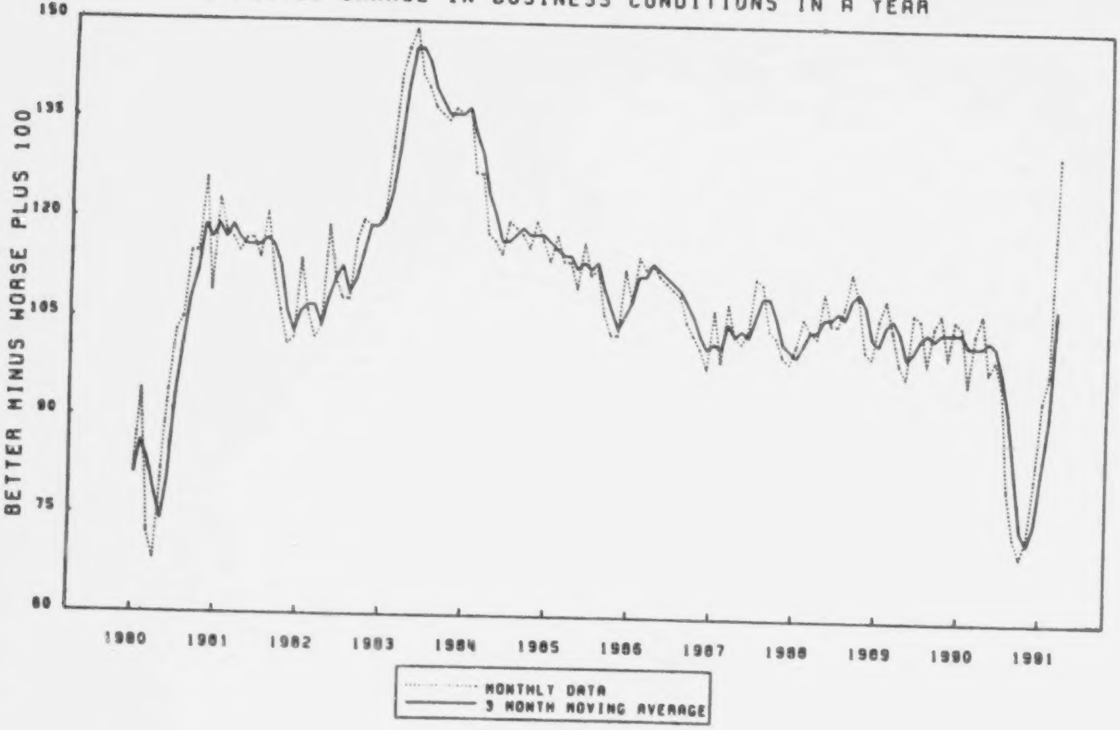


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

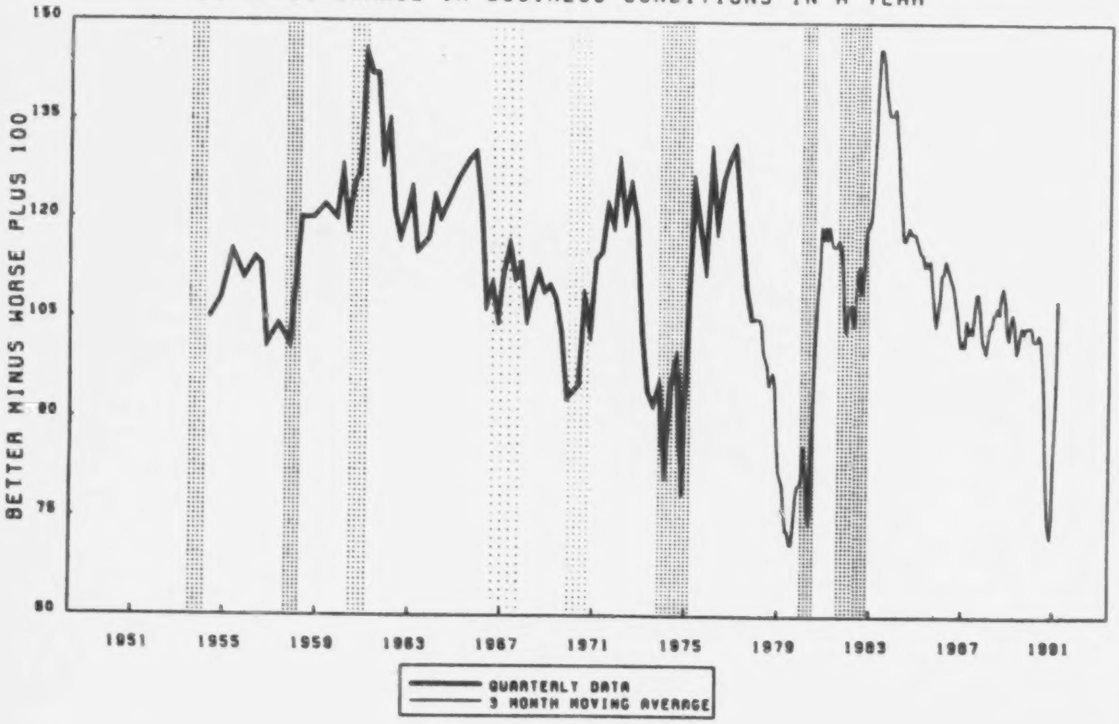


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
BETTER	22%	24%	18%	20%	16%	13%	11%	13%	14%	17%	24%	27%	44%
SAME	58	58	59	58	63	52	50	41	43	44	41	41	40
WORSE	18	17	20	20	20	33	38	43	41	35	30	29	13
DK,NA	2	1	3	2	1	2	1	3	2	4	5	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

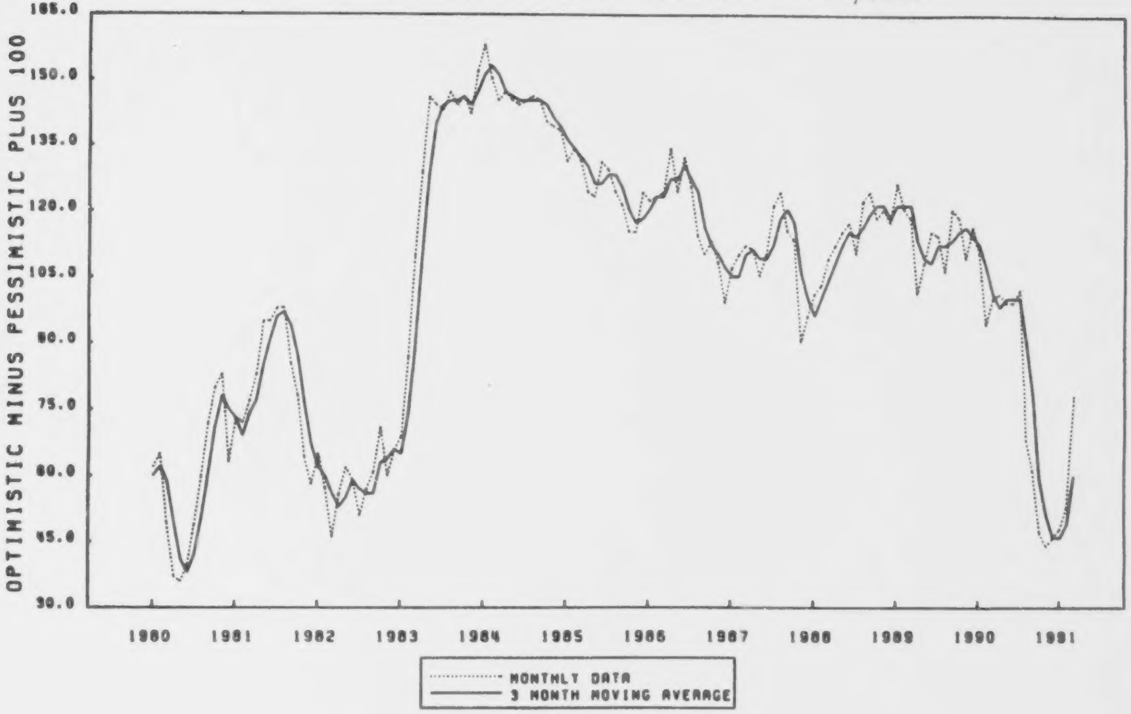


CHART 14 - HISTORICAL SERIES

TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

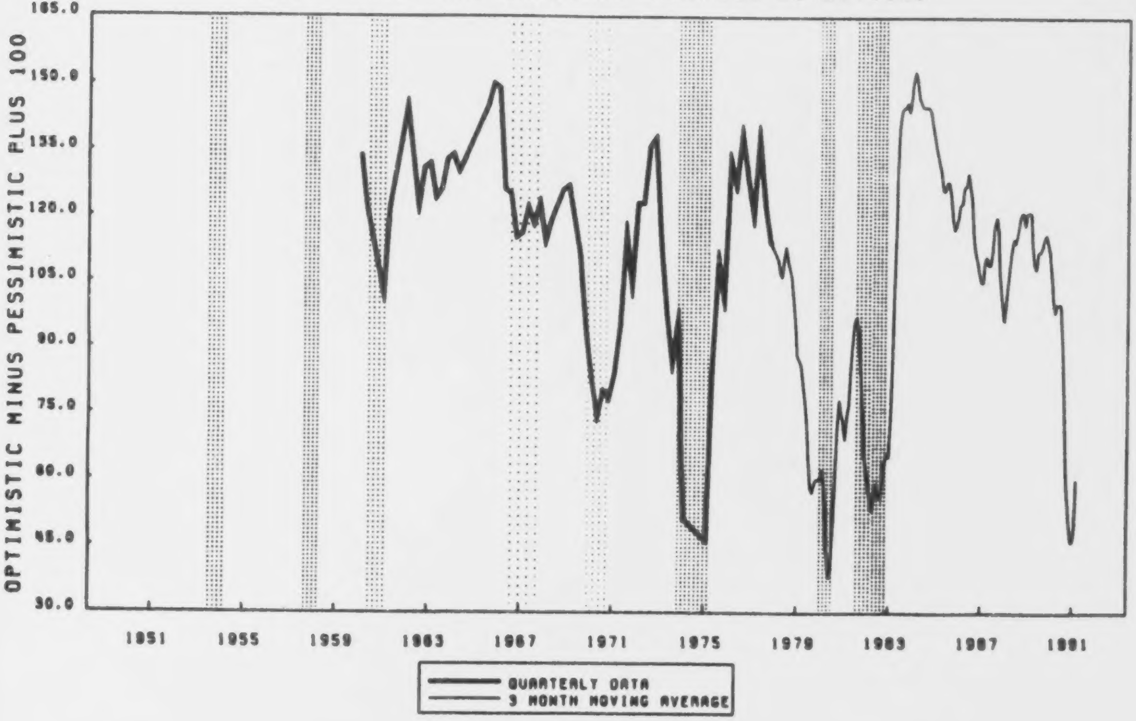


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
Continuous increase (a)	10%	13%	8%	11%	8%	5%	3%	3%	2%	2%	2%	5%	7%
Intermittant increase(b)	27	25	28	27	31	17	16	10	9	9	6	6	12
Remain unchanged (c)	12	12	12	11	12	9	9	5	5	4	6	4	3
Intermittant decline (d)	26	25	23	25	25	30	27	28	34	35	34	34	29
Continuous decline (e)	11	12	14	14	12	24	31	38	33	30	26	24	12
Mixed change (f)	10	11	9	9	9	11	10	10	14	14	21	22	33
DK,NA	4	2	6	3	3	4	4	6	3	6	5	5	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

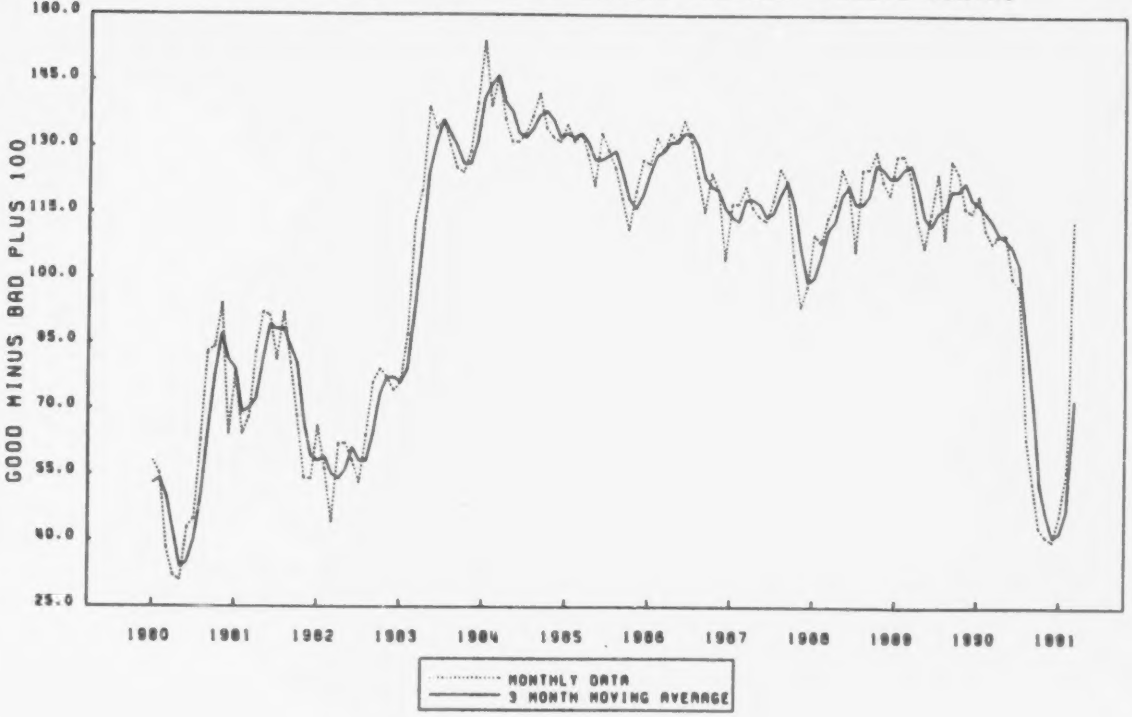


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

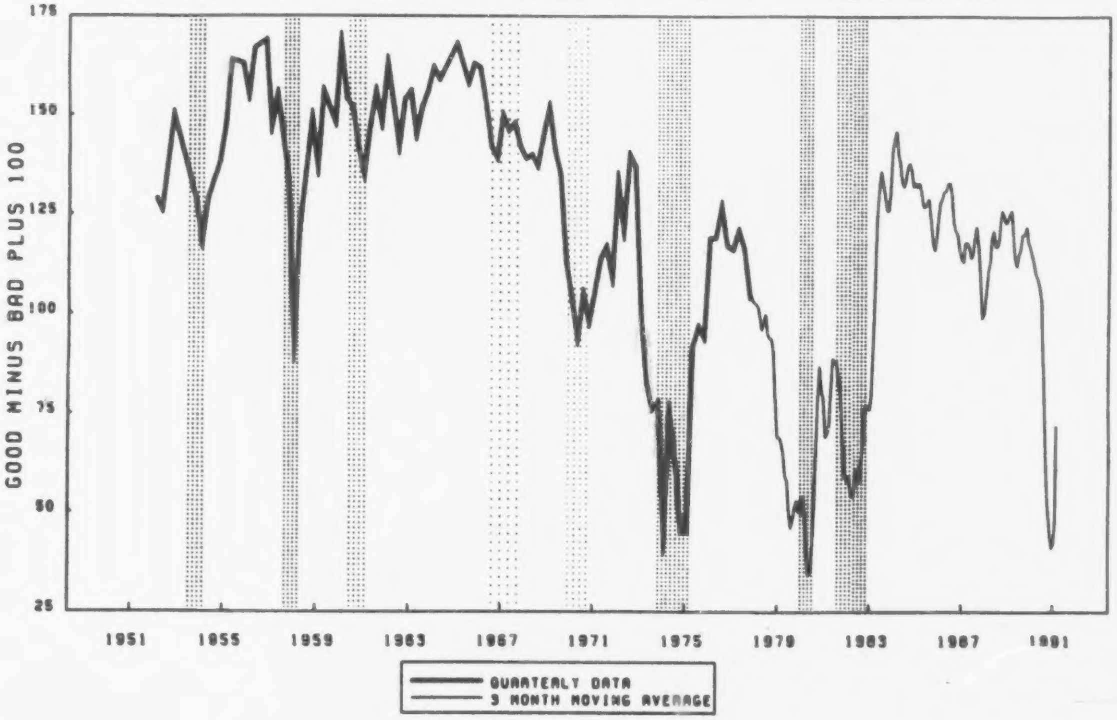


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIMES	48%	49%	47%	43%	40%	25%	18%	14%	15%	12%	16%	20%	48%
UNCERTAIN; GOOD & BAD	3	4	4	3	6	2	3	3	2	4	5	4	5
BAD TIMES	40	39	37	43	42	63	65	71	74	72	70	64	35
DON'T KNOW	5	4	6	5	7	5	8	5	3	5	5	7	5
NOT ASCERTAINED	4	4	6	6	5	5	6	7	6	7	4	5	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

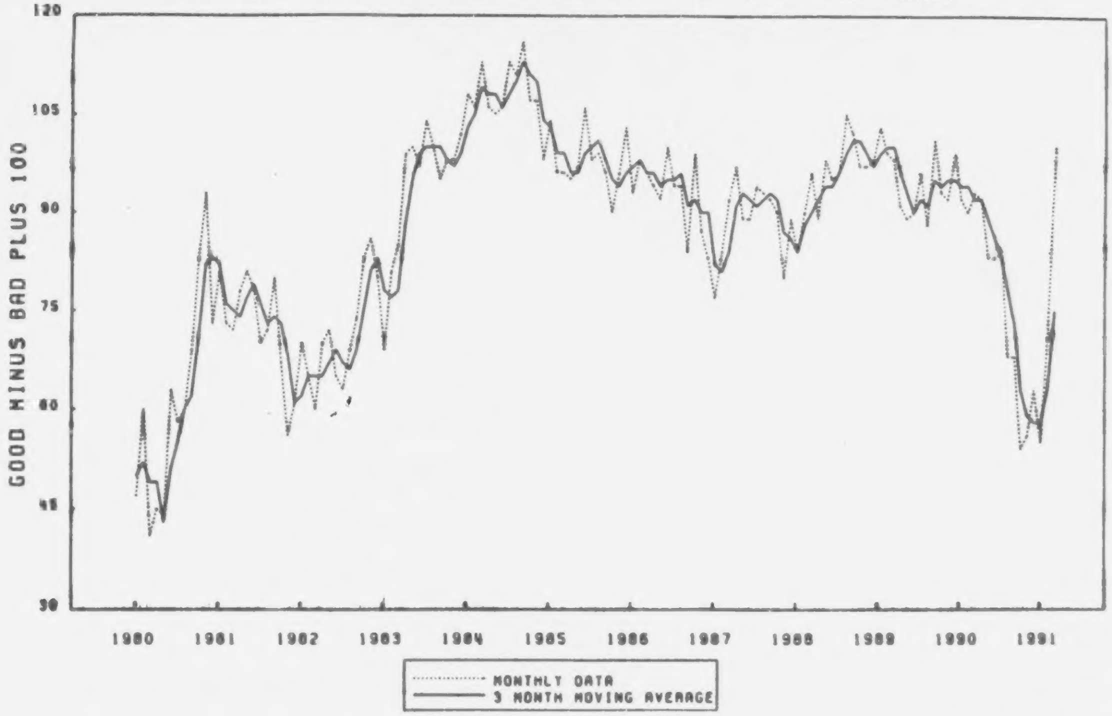


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

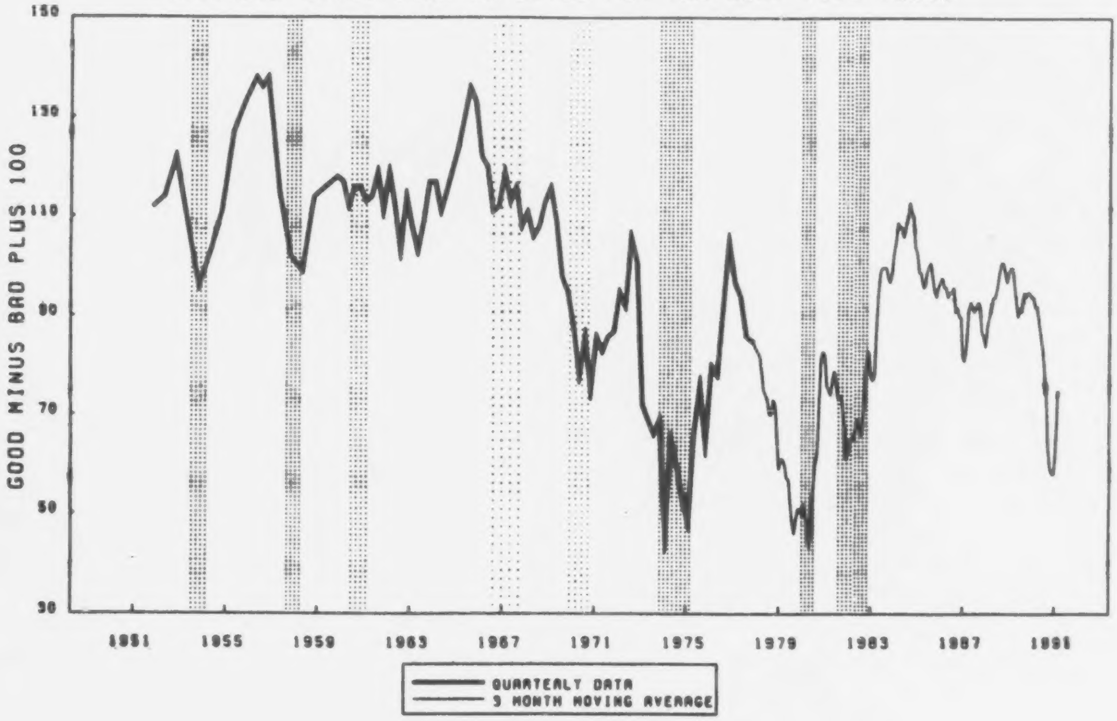


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIMES	40%	39%	32%	31%	34%	24%	25%	19%	18%	24%	18%	26%	38%
UNCERTAIN; GOOD & BAD	10	11	12	12	11	14	14	10	15	11	15	14	16
BAD TIMES	47	47	49	48	50	56	57	65	62	61	63	55	38
NOT ASCERTAINED	3	3	7	9	5	6	4	6	5	4	4	5	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

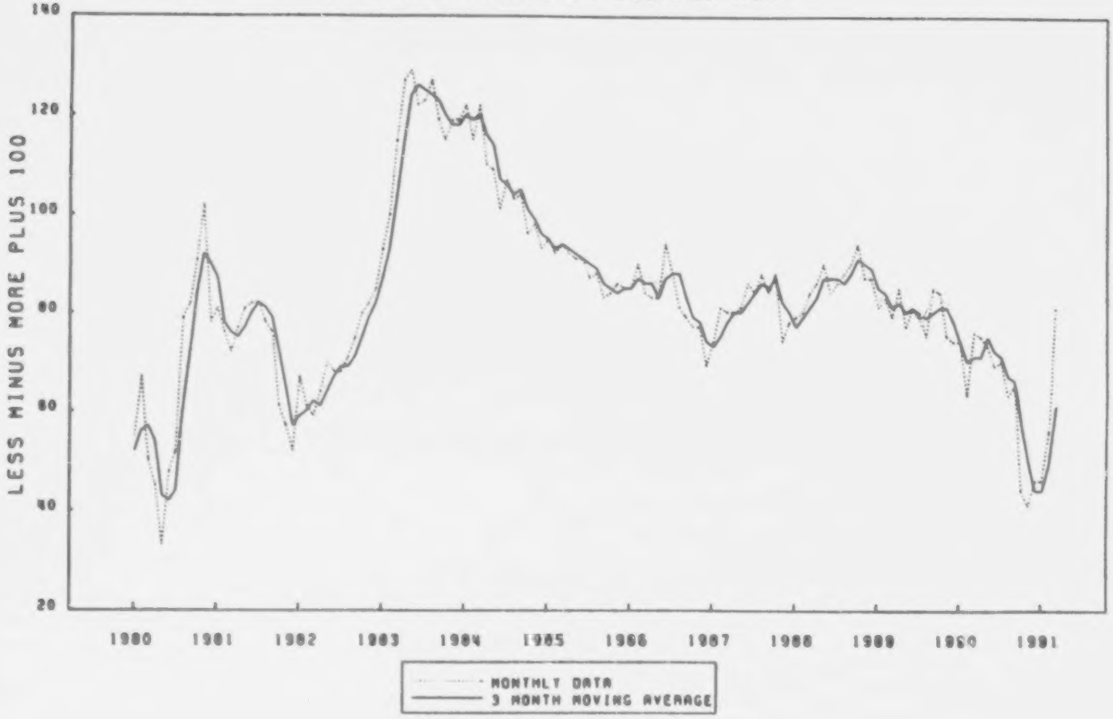


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

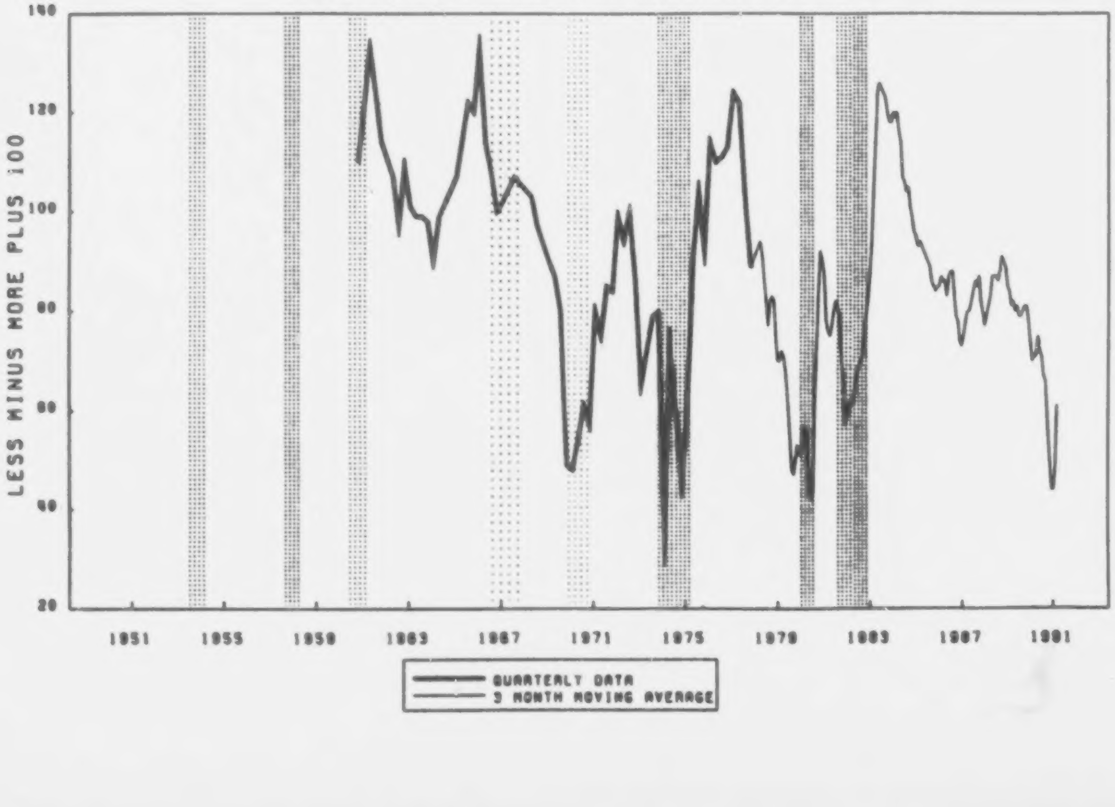


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
LESS	10%	11%	10%	8%	7%	9%	9%	6%	5%	6%	8%	12%	17%
SAME	55	52	52	52	54	44	45	30	30	34	29	31	46
MORE	34	36	37	39	37	46	44	62	64	60	62	56	36
DK,NA	1	1	1	1	2	1	2	2	1	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

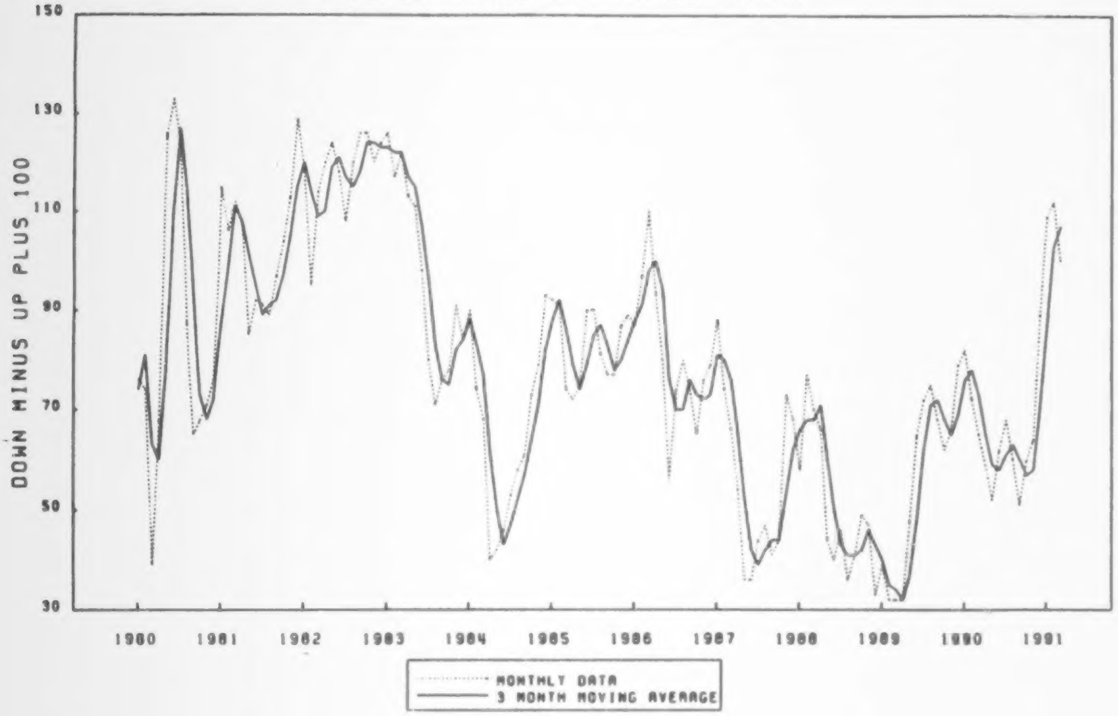


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

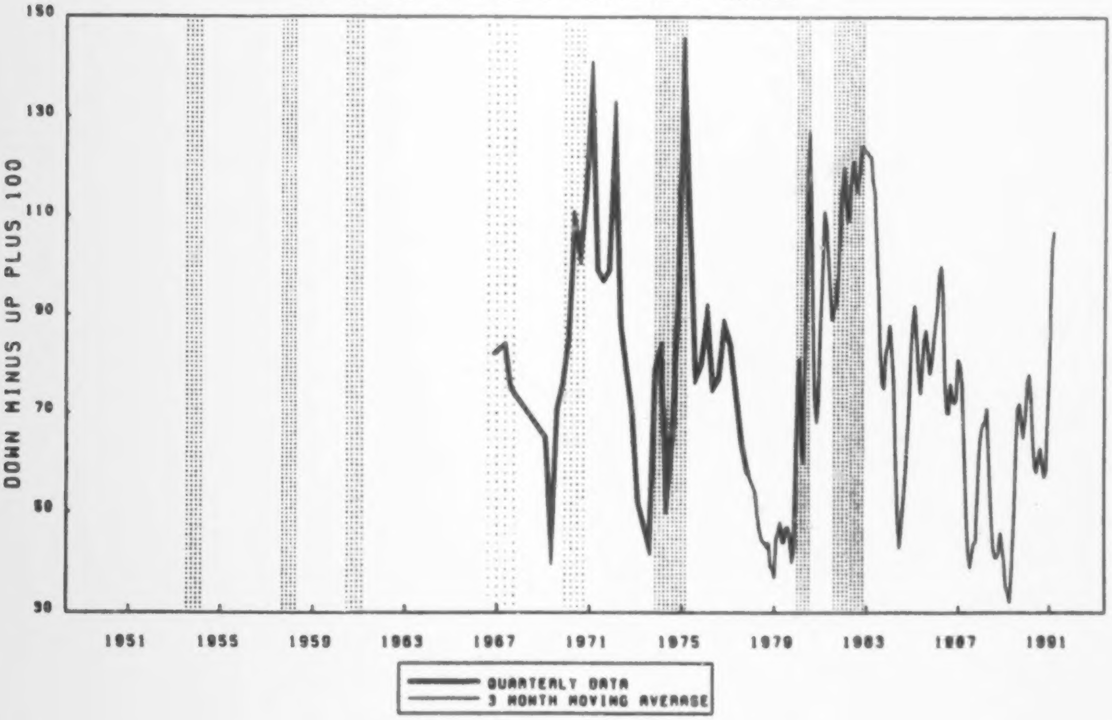


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GO UP	51%	55%	58%	56%	50%	59%	63%	57%	57%	43%	33%	31%	35%
STAY THE SAME	32	29	30	23	29	20	21	24	20	23	21	23	28
GO DOWN	16	14	10	18	18	19	14	17	21	32	42	43	35
DK,NA	1	2	2	3	3	2	2	2	2	2	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

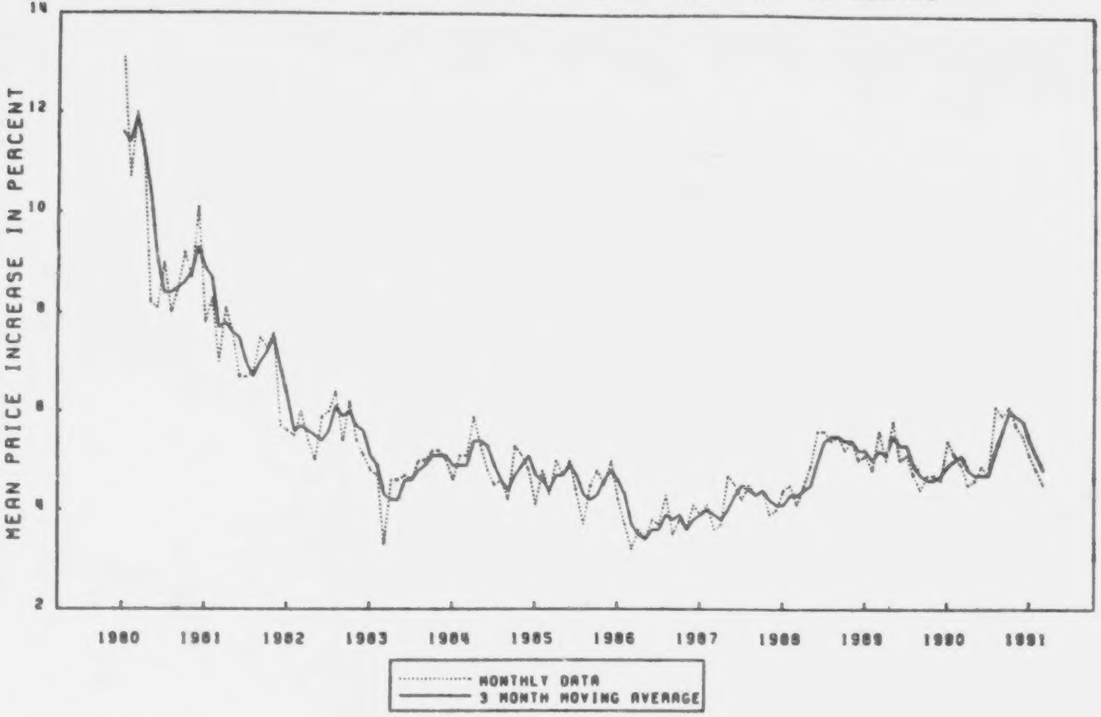


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

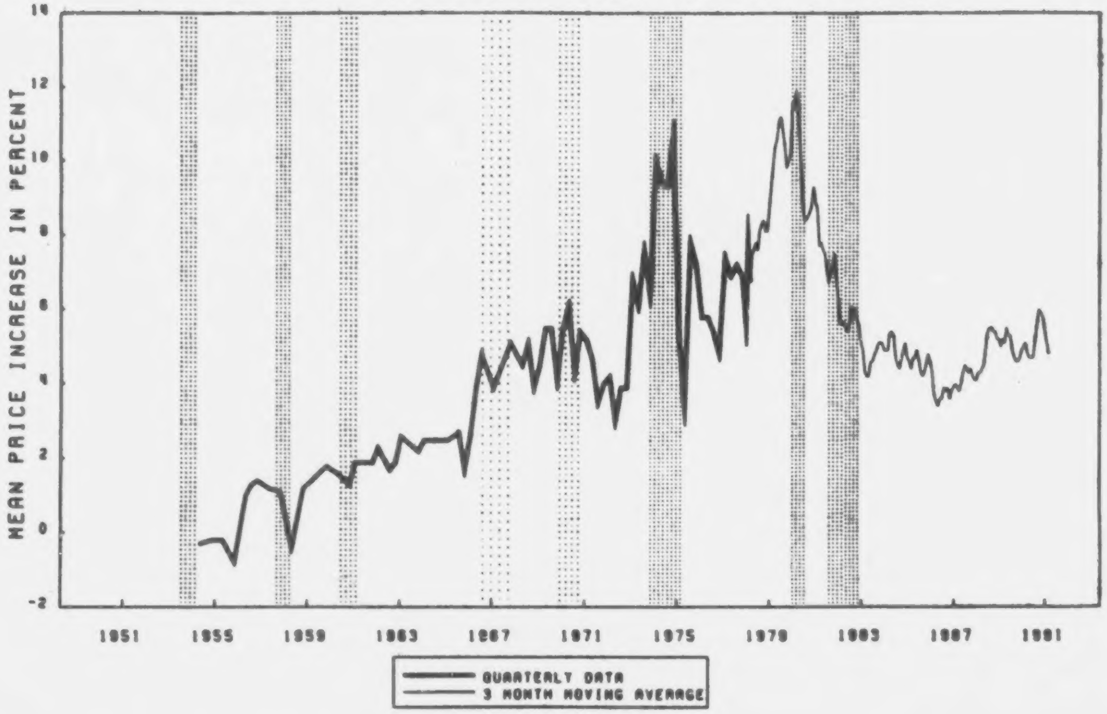


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
SAME OR DOWN	11%	11%	11%	11%	11%	9%	9%	10%	14%	18%	21%	25%	27%
WILL GO UP BY:													
1-2%	18	20	19	18	20	14	15	11	12	11	11	12	14
3-4%	24	24	22	25	24	23	19	18	19	16	19	18	16
5%	20	22	22	24	20	18	21	22	18	21	16	18	19
6-9%	8	7	9	7	6	13	13	13	13	12	10	7	6
10-14%	8	7	8	7	10	11	11	12	14	10	9	9	9
15% or more	5	4	3	4	3	8	7	7	6	7	7	6	5
DK how much up	6	5	6	3	6	4	5	6	4	5	6	4	3
DK,NA	*	*	*	1	*	*	*	1	*	*	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.9	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5
VARIANCE	38	26	30	37	29	48	46	43	43	52	46	52	46
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

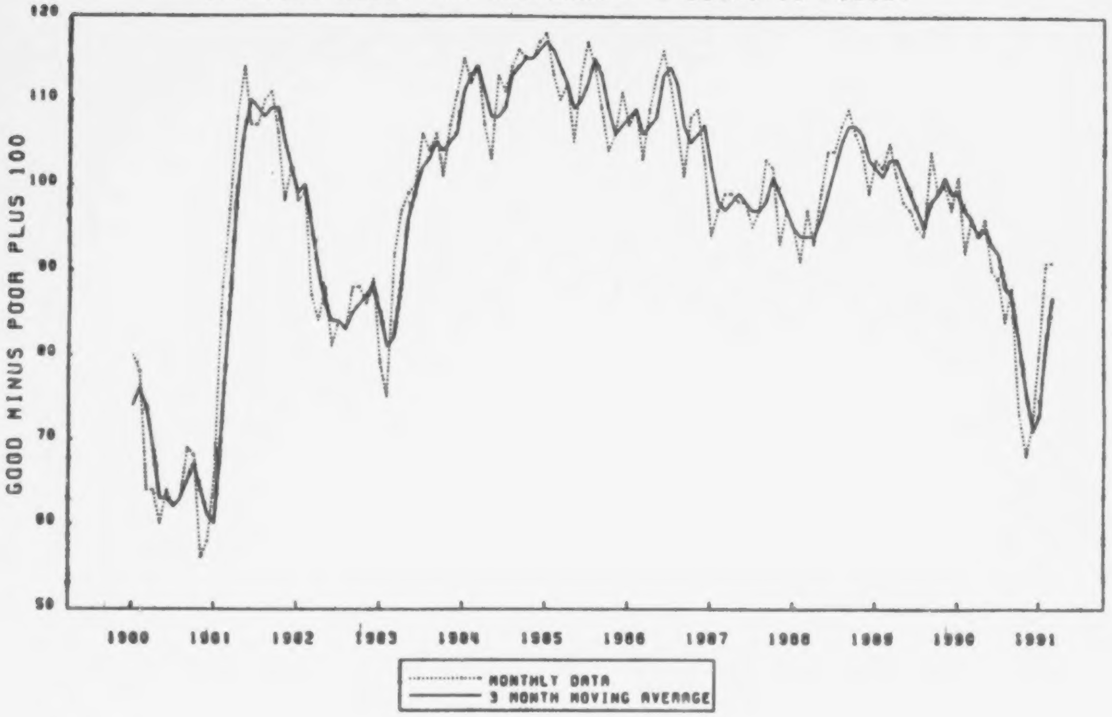


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

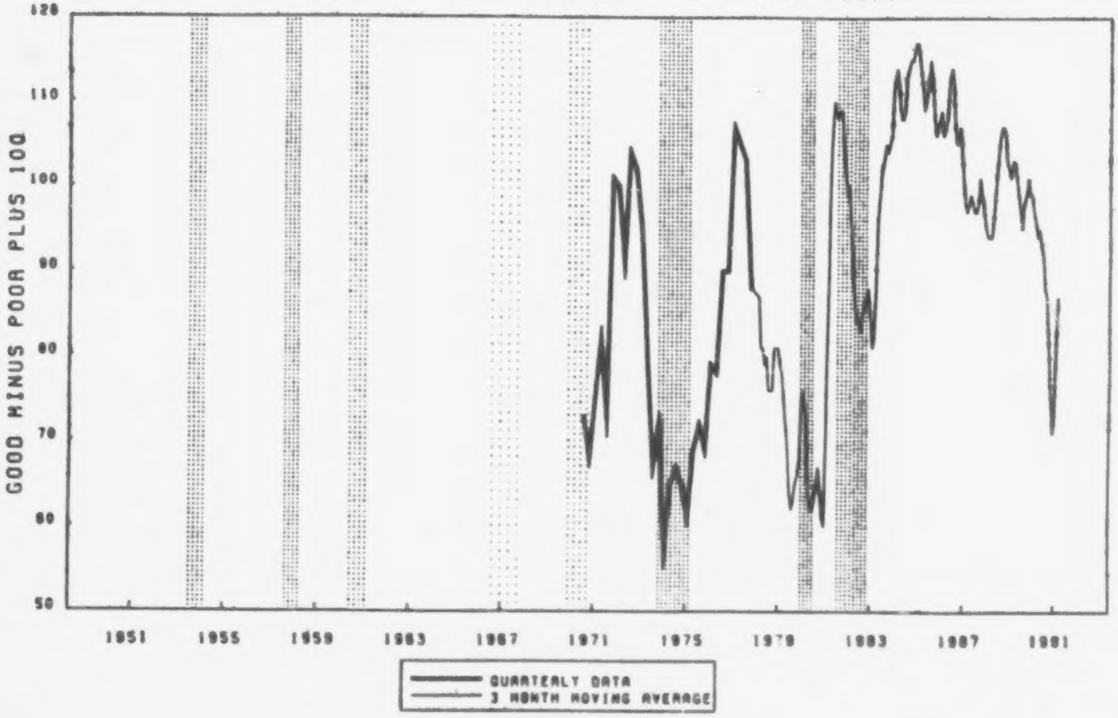


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
A GOOD JOB	19%	17%	19%	16%	16%	15%	14%	11%	8%	10%	11%	15%	18%
ONLY FAIR	56	59	55	56	56	52	59	49	49	50	58	58	53
A POOR JOB	23	23	23	26	27	31	26	38	40	38	31	24	27
DK,NA	2	1	3	2	1	2	1	2	3	2	*	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

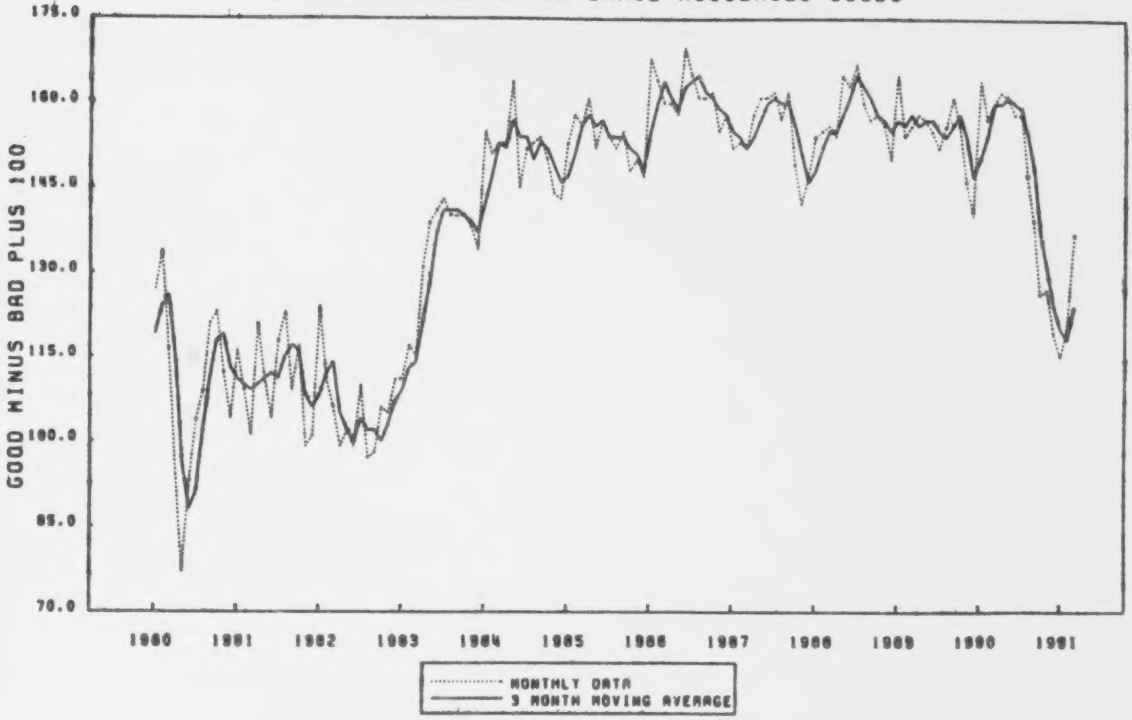


CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

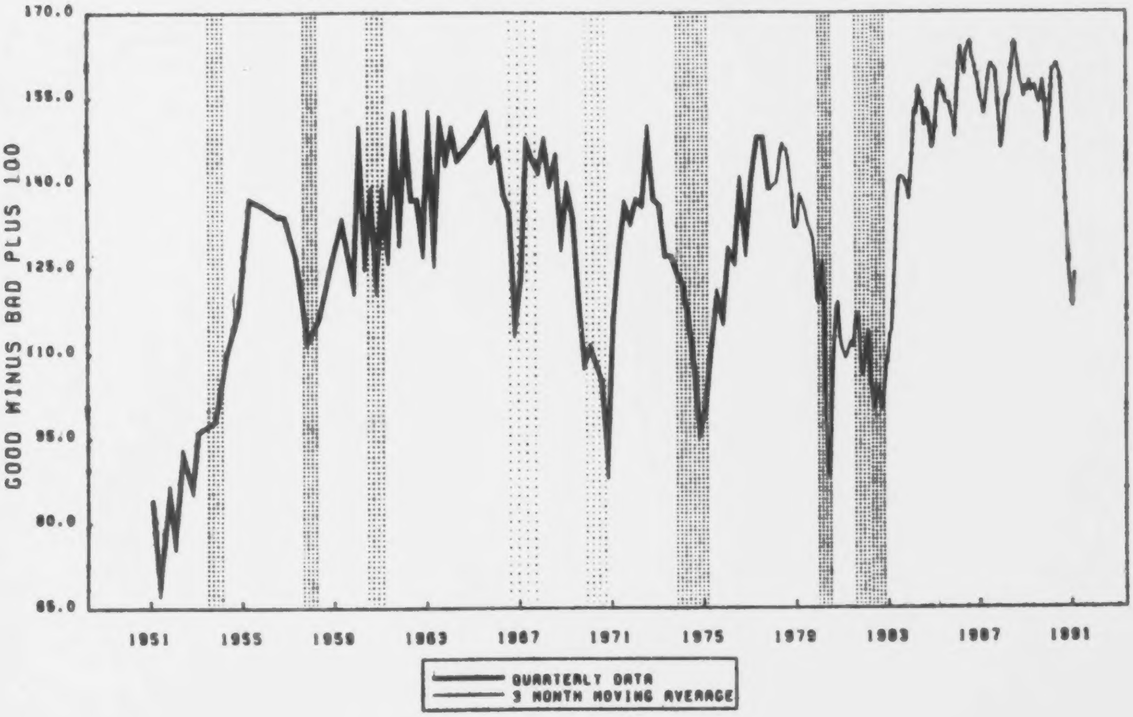


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY	76%	78%	75%	75%	73%	69%	66%	58%	61%	55%	53%	54%	63%
UNCERTAIN, DEPENDS	8	6	11	8	12	9	7	10	5	9	9	12	11
BAD TIME TO BUY	16	16	14	17	15	22	27	32	34	36	38	34	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

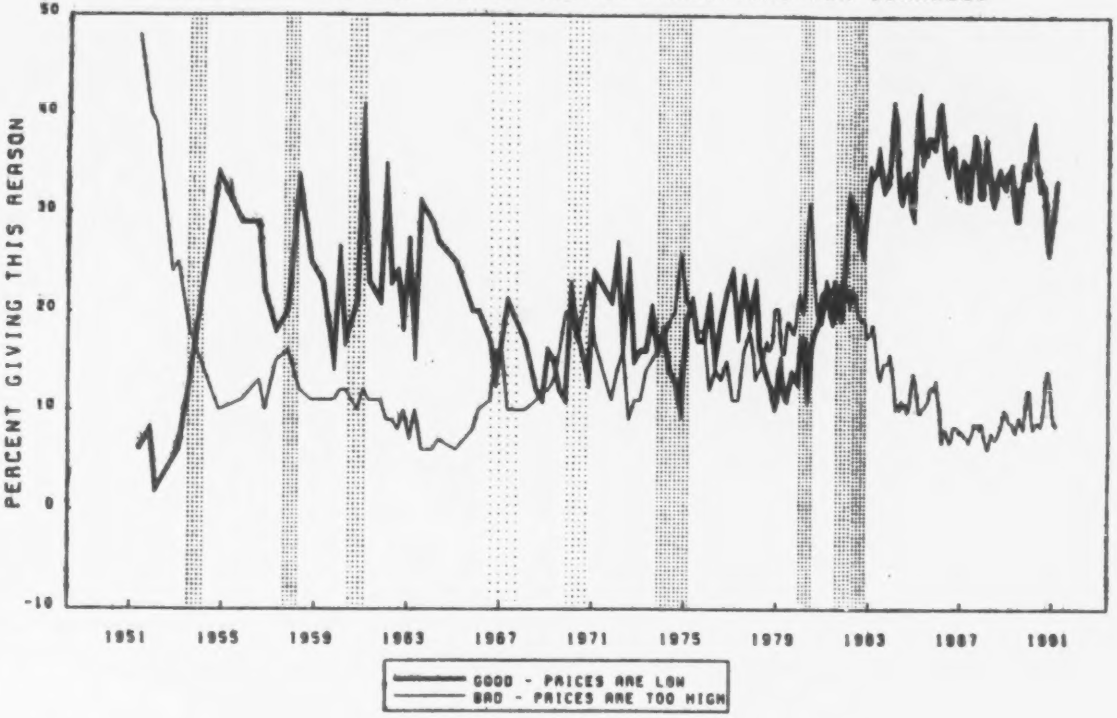


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

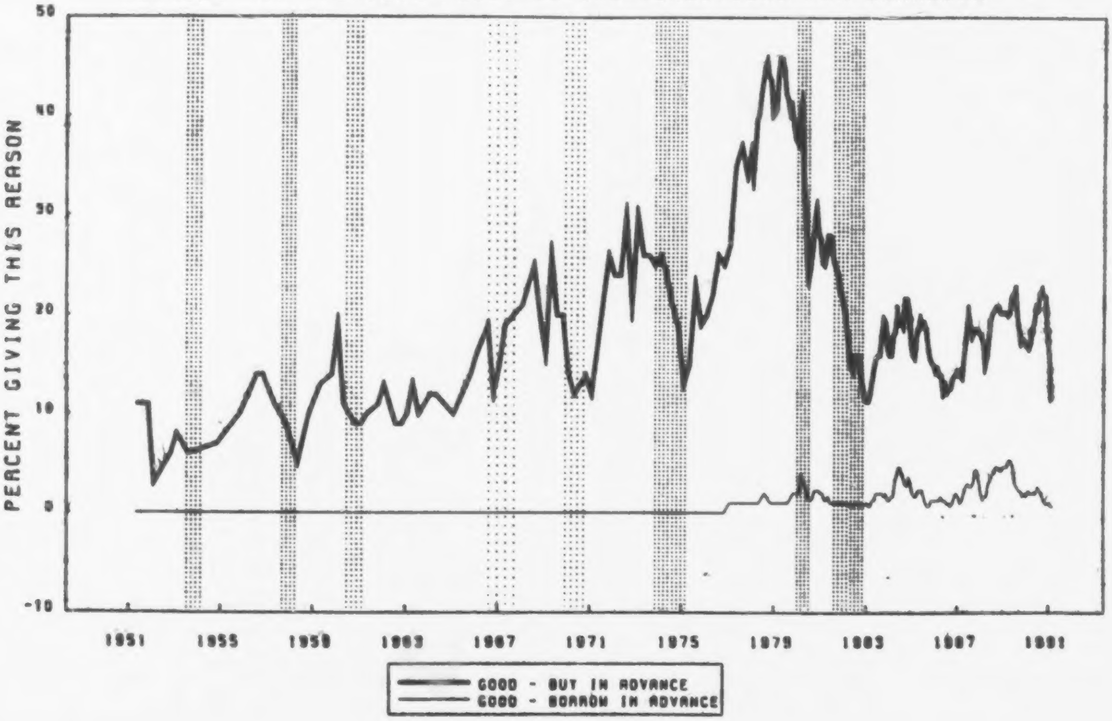


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	36%	35%	32%	31%	37%	30%	26%	26%	27%	30%	31%	33%	36%
Prices won't come down; are going higher	18	22	18	23	21	23	24	19	23	14	11	10	15
Interest rates are low	8	5	5	6	3	5	3	2	1	3	3	3	7
Borrow-in-advance of rising interest rates	2	1	3	2	3	2	1	1	1	1	1	*	1
Times are good; prosperity	8	4	5	4	3	3	2	2	1	2	1	4	2
BAD TIME TO BUY:													
Prices are high	8	9	9	8	8	11	14	16	12	9	8	9	8
Interest rates are high; credit is tight	3	2	5	3	3	2	5	5	5	6	6	6	5
Times are bad; can't afford to buy	5	4	2	5	3	5	7	8	8	11	10	15	10
Bad times ahead; uncertain future	3	1	3	2	3	7	8	11	13	17	19	13	8

Responses to the query: "Why do you say so?" following the question on Table 21.
+ ‡ May add to more than 100% due to multiple mentions.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

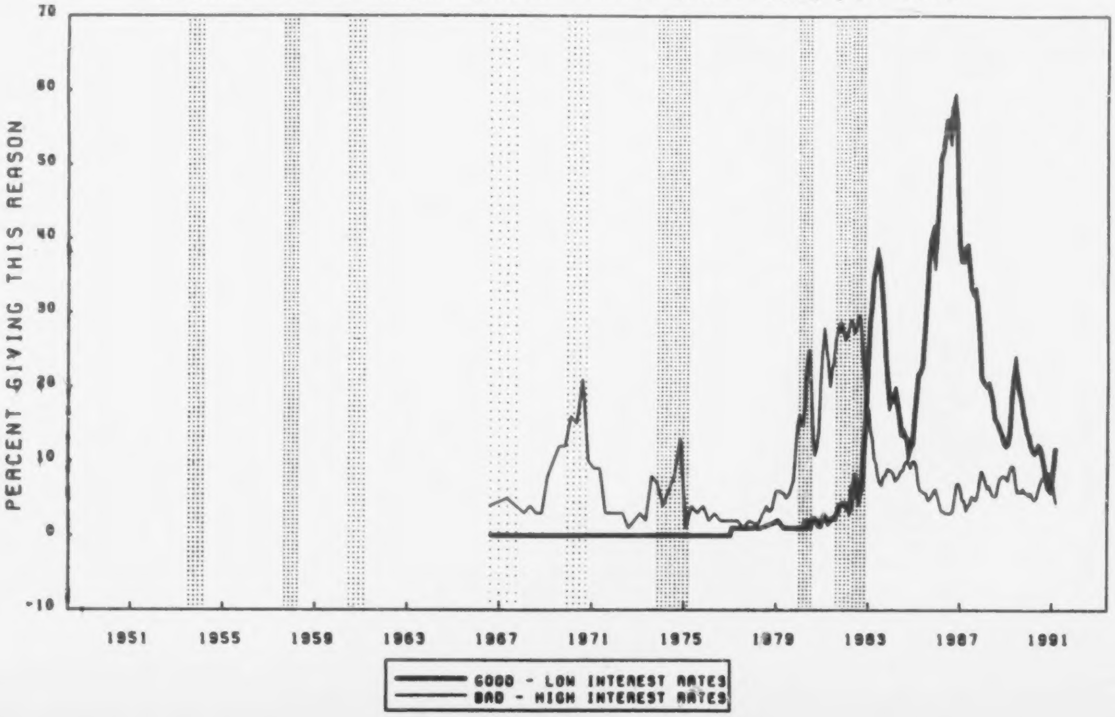


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

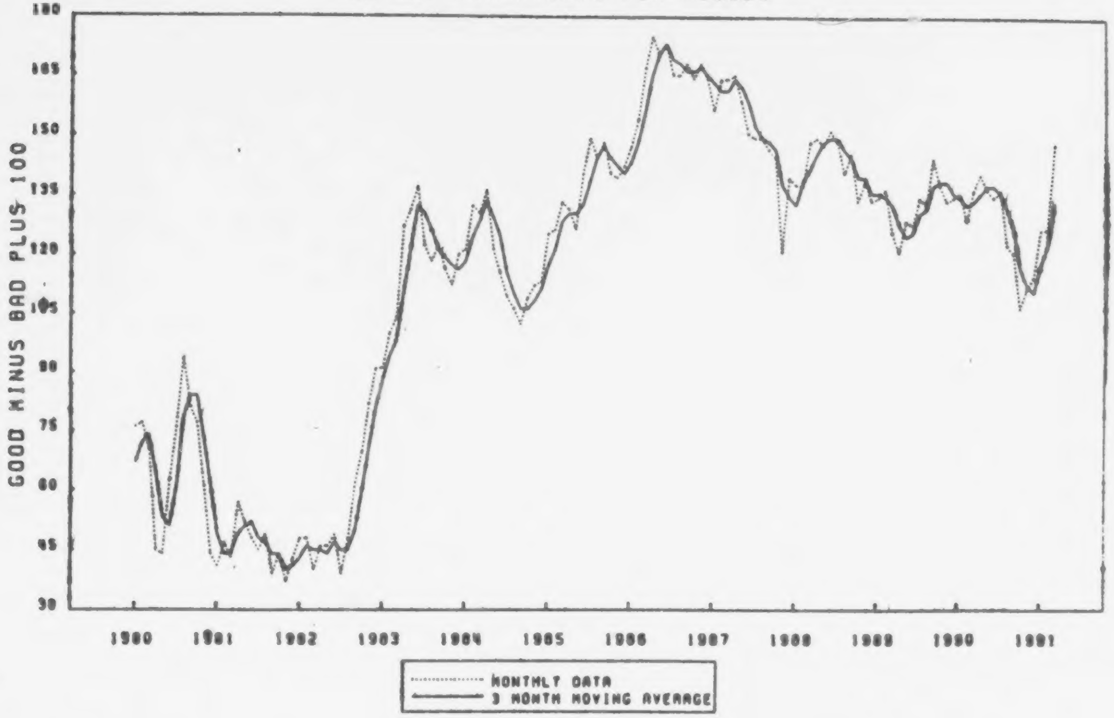


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

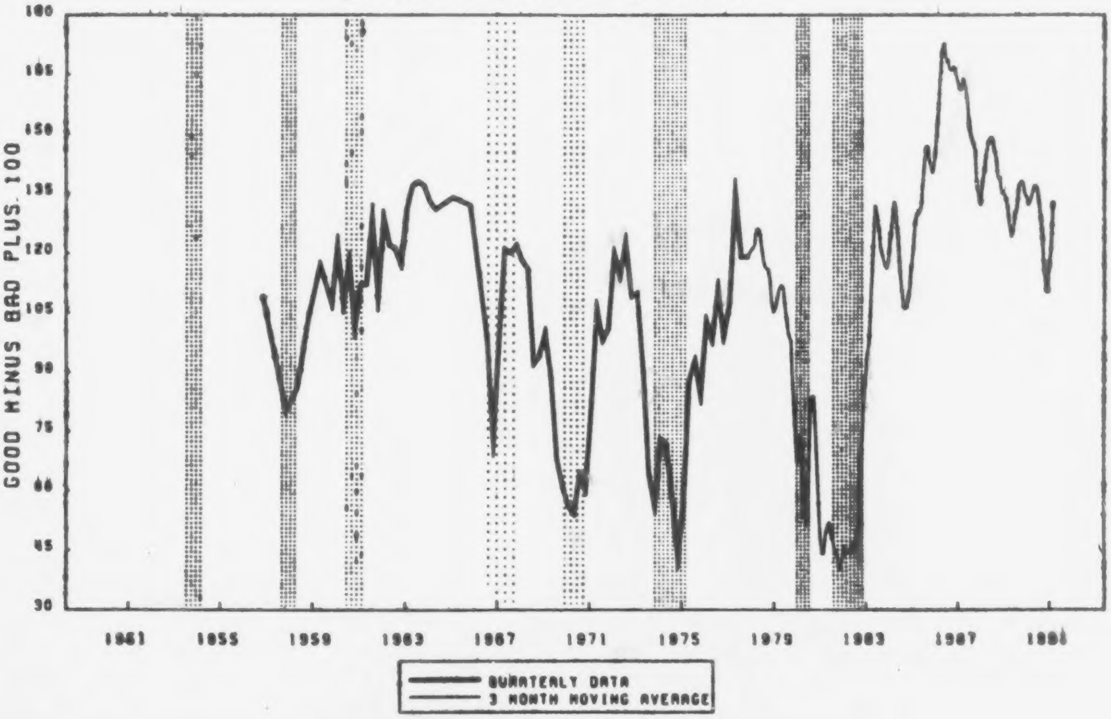


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY	66%	68%	66%	65%	66%	59%	58%	50%	54%	55%	61%	61%	73%
UNCERTAIN, DEPENDS	4	4	4	4	4	4	4	6	3	4	4	4	2
BAD TIME TO BUY	30	28	30	31	30	37	38	44	43	41	35	35	25
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

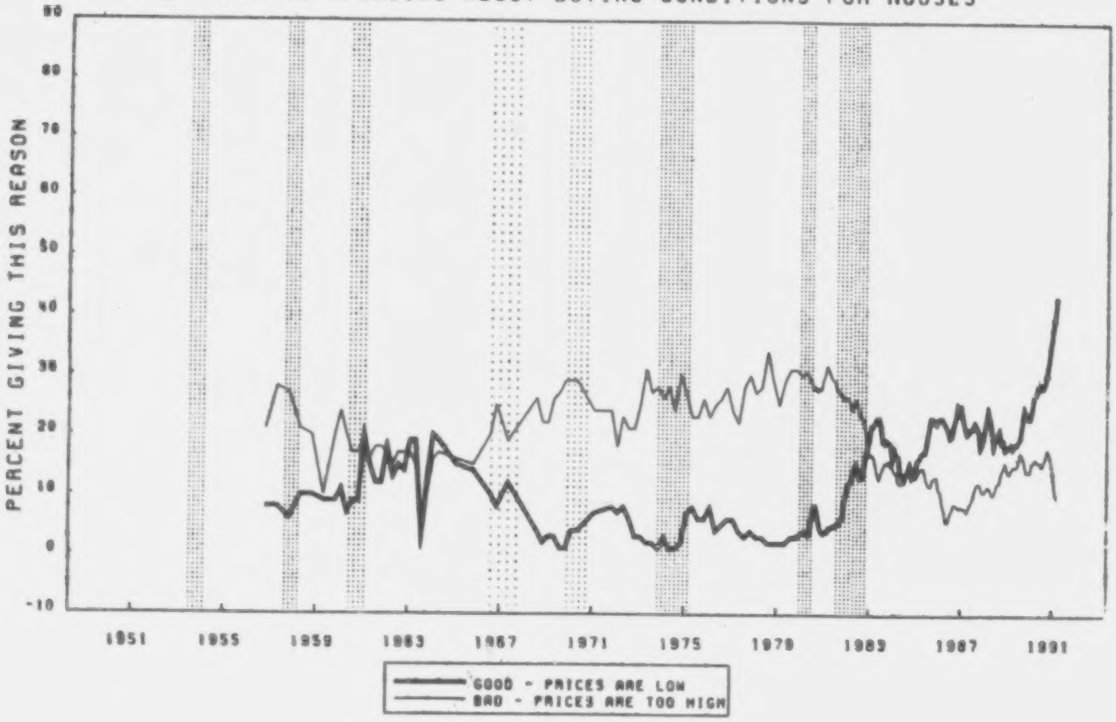


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

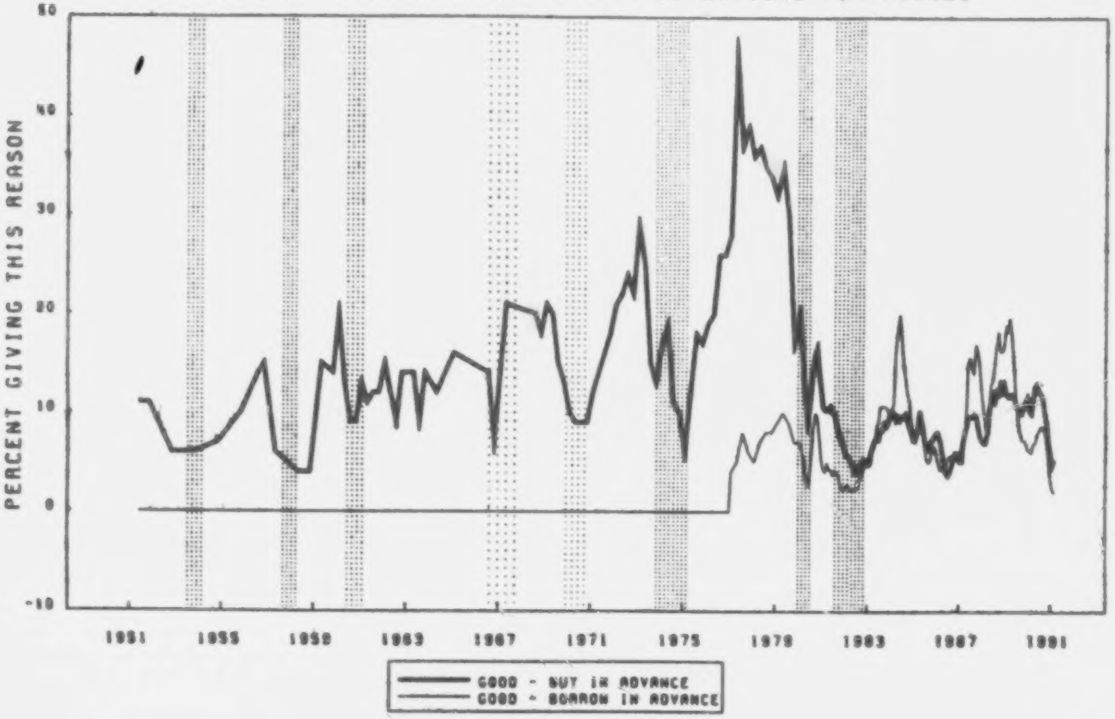


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	29%	27%	29%	28%	29%	28%	30%	34%	34%	38%	42%	39%	49%
Prices won't come down; are going higher	11	14	13	12	12	12	11	7	9	5	4	5	7
Interest rates are low	28	25	17	24	24	21	15	11	13	17	31	31	43
Borrow-in-advance of rising interest rates	6	7	8	9	8	9	9	6	5	4	1	2	3
Good investment	6	9	7	9	6	5	7	3	6	3	4	4	3
Times are good; prosperity	4	5	4	1	2	2	1	1	1	1	1	1	2
BAD TIME TO BUY:													
Prices are high	15	16	16	15	14	18	17	18	17	13	11	9	9
Interest rates are high; credit is tight	18	14	14	19	19	20	22	22	20	20	14	12	8
Times are bad; can't afford to buy	5	7	6	4	4	8	7	10	10	10	10	11	11
Bad times ahead; uncertain future	4	1	2	5	1	6	4	12	12	11	10	12	5

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

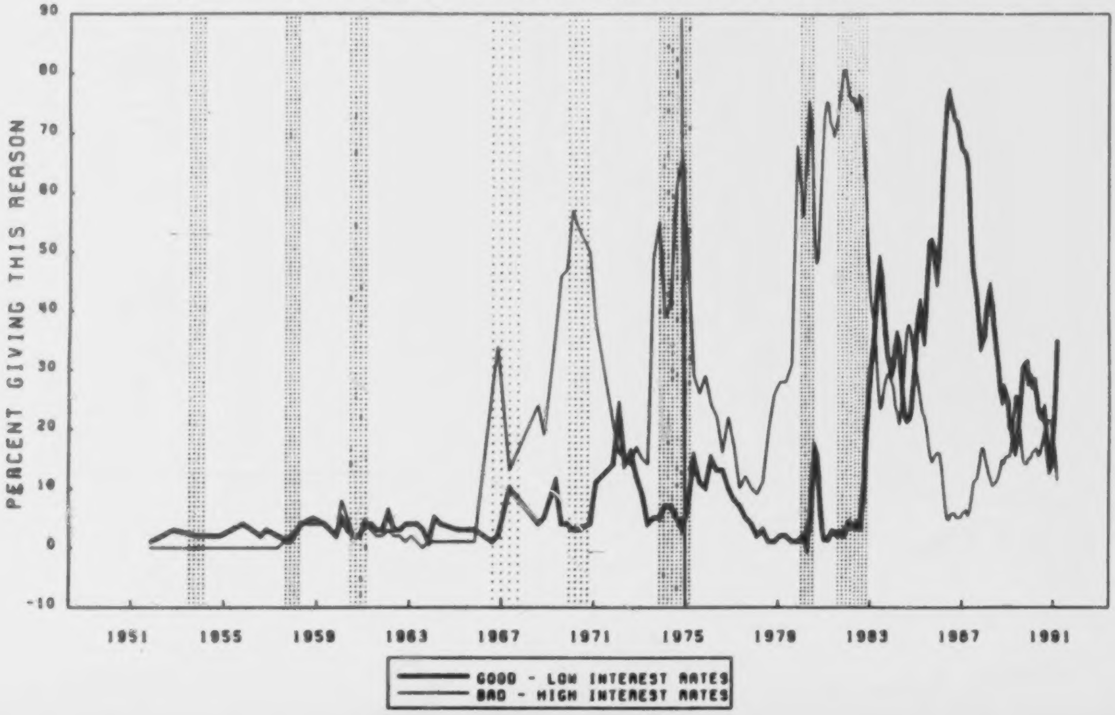


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

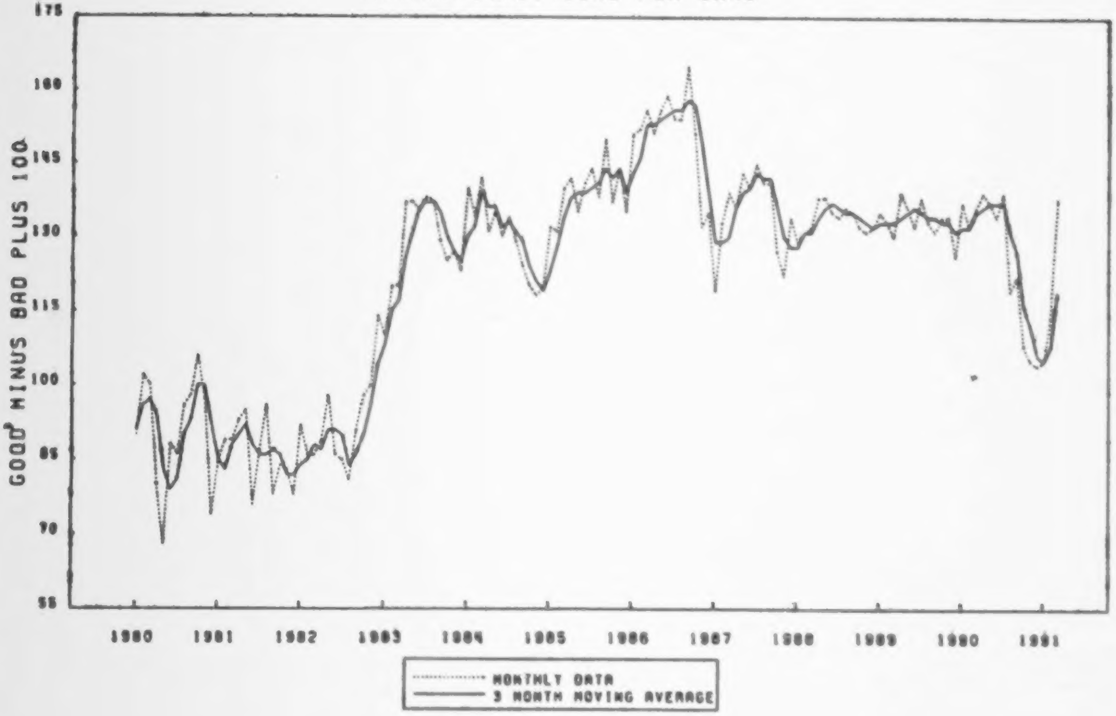


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

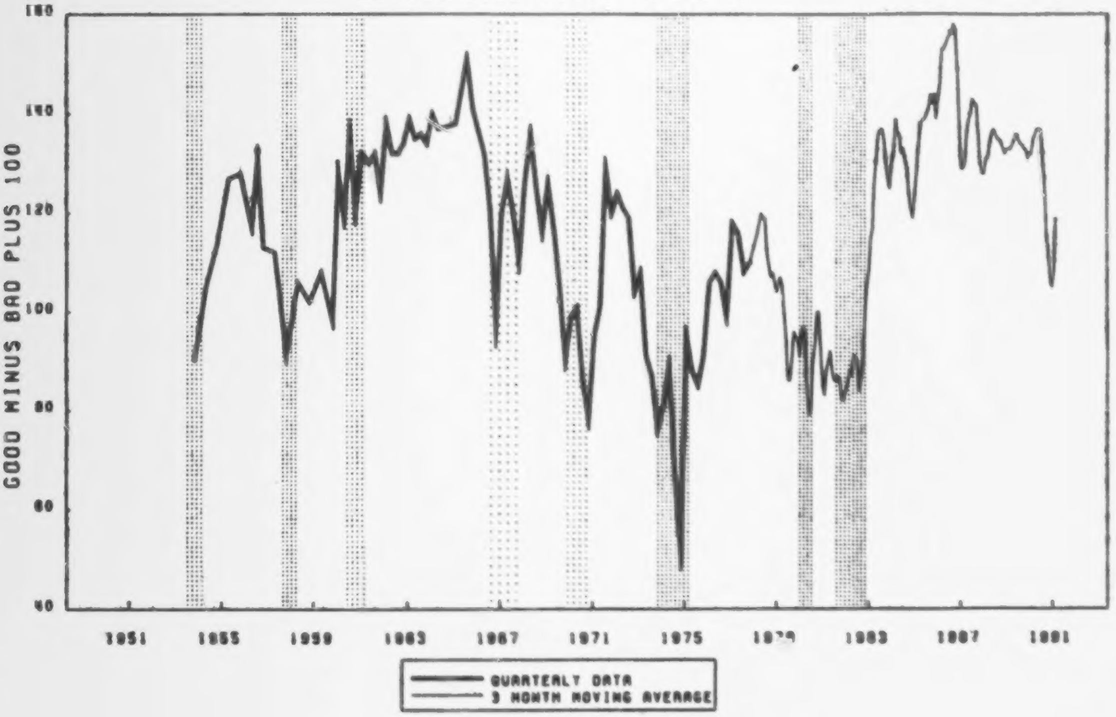


TABLE 25

BUYING CONDITIONS FOR CARS

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY	65%	66%	64%	63%	65%	57%	59%	50%	50%	47%	48%	53%	66%
UNCERTAIN; DEPENDS	6	7	9	8	9	5	4	8	5	10	9	8	6
BAD TIME TO BUY	29	27	27	29	26	38	37	42	45	43	43	39	28
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	503	504	504	500	500	500	502	503	501	504	531	504	504

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

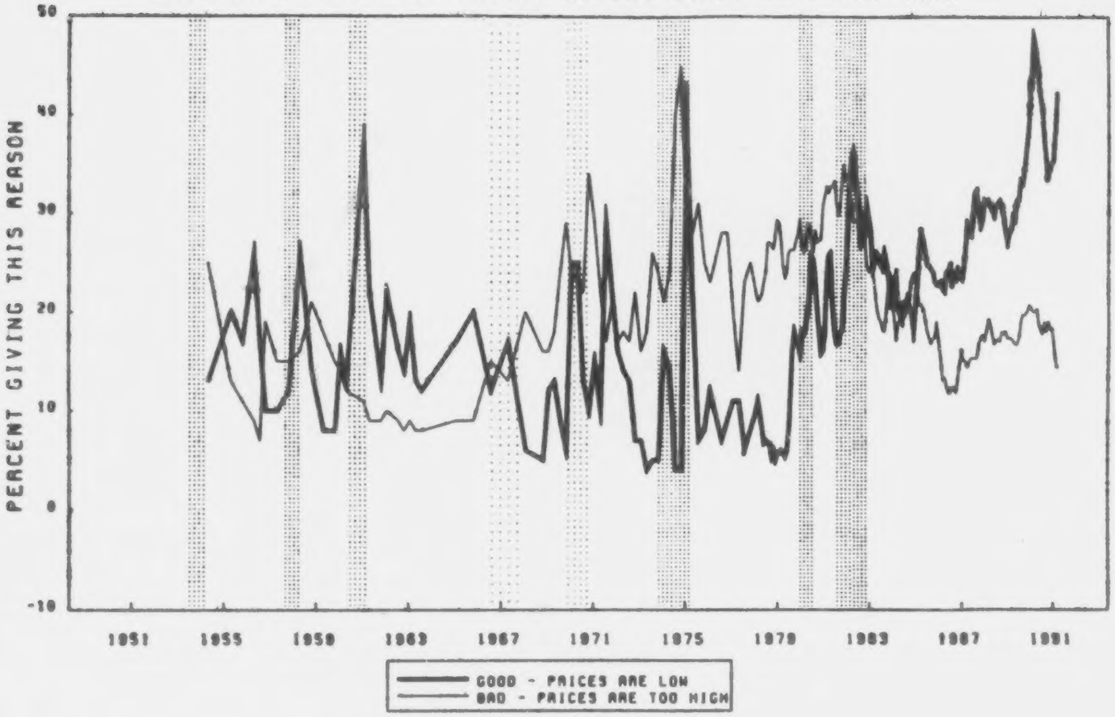


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

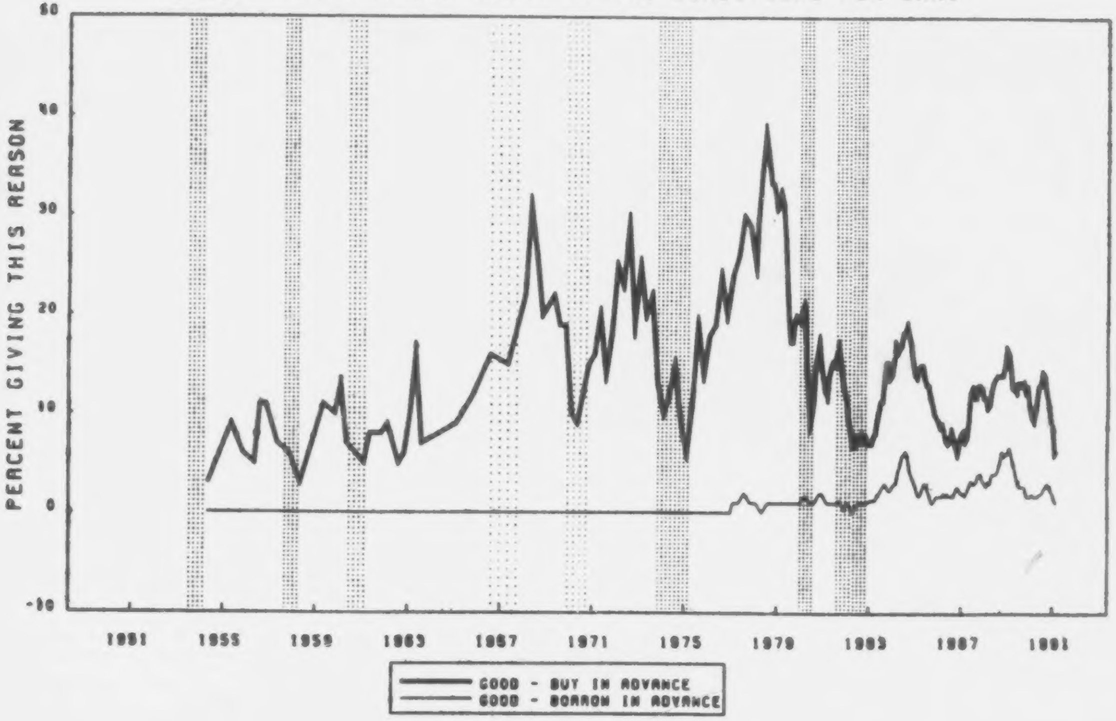
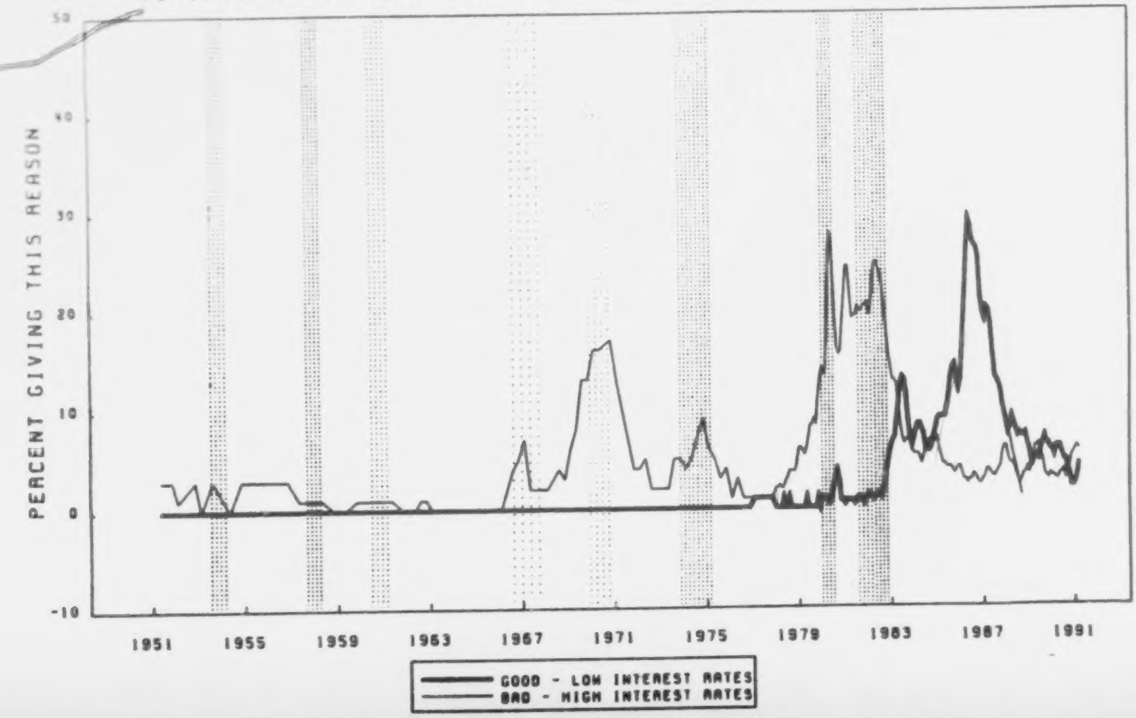


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Mar. 1990	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	48%	45%	41%	41%	41%	32%	34%	35%	34%	36%	36%	43%	48%
Prices won't come down; are going higher	10	13	12	14	13	16	13	8	13	7	7	4	8
Interest rates are low	11	11	12	13	10	9	9	5	5	8	9	10	16
Borrow-in-advance of rising interest rates	1	2	2	2	2	3	3	3	2	2	2	*	1
Times are good; prosperity	2	2	1	2	2	1	1	1	1	1	2	1	2
New fuel efficient models	1	1	1	*	*	1	4	2	1	1	1	1	1
BAD TIME TO BUY:													
Prices are high	21	18	17	20	16	21	17	19	19	17	15	14	14
Interest rates are high; credit is tight	4	4	7	7	7	9	7	8	10	7	6	4	3
Times are bad; can't afford to buy	4	4	2	3	5	3	4	8	6	7	11	11	9
Bad times ahead; uncertain future	2	2	2	3	1	6	5	10	10	13	12	10	4
Price of gas; shortages	*	*	*	1	*	5	10	12	7	7	5	5	1
Poor selection; quality	4	2	3	4	3	3	3	4	4	2	2	3	3

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

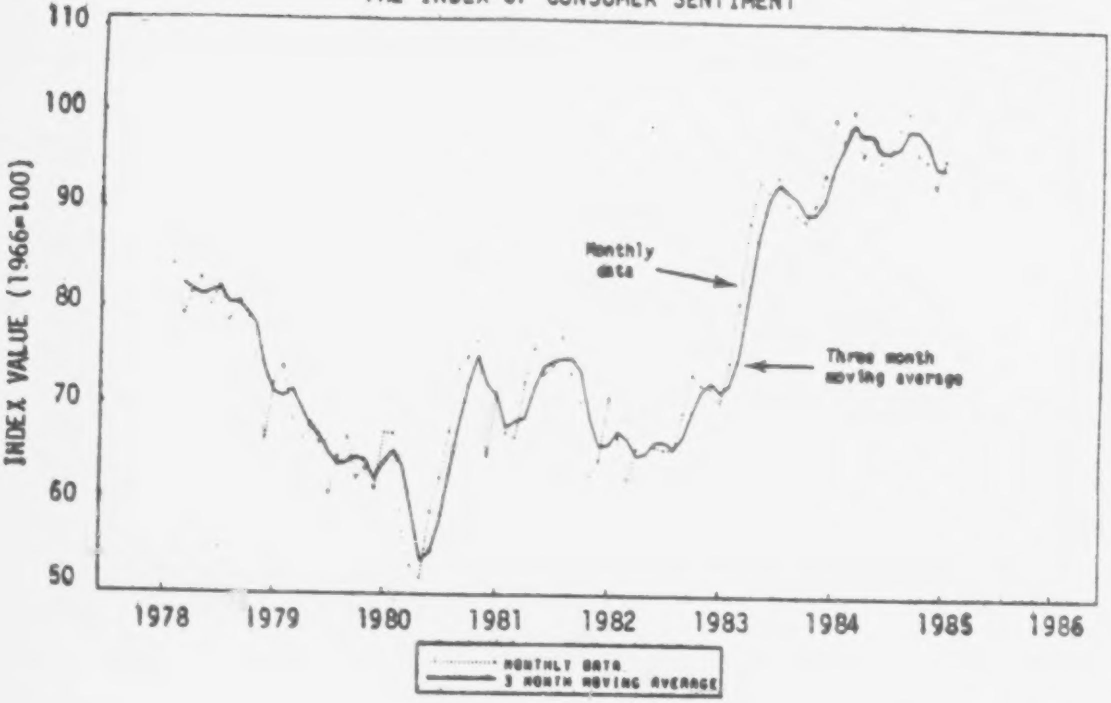
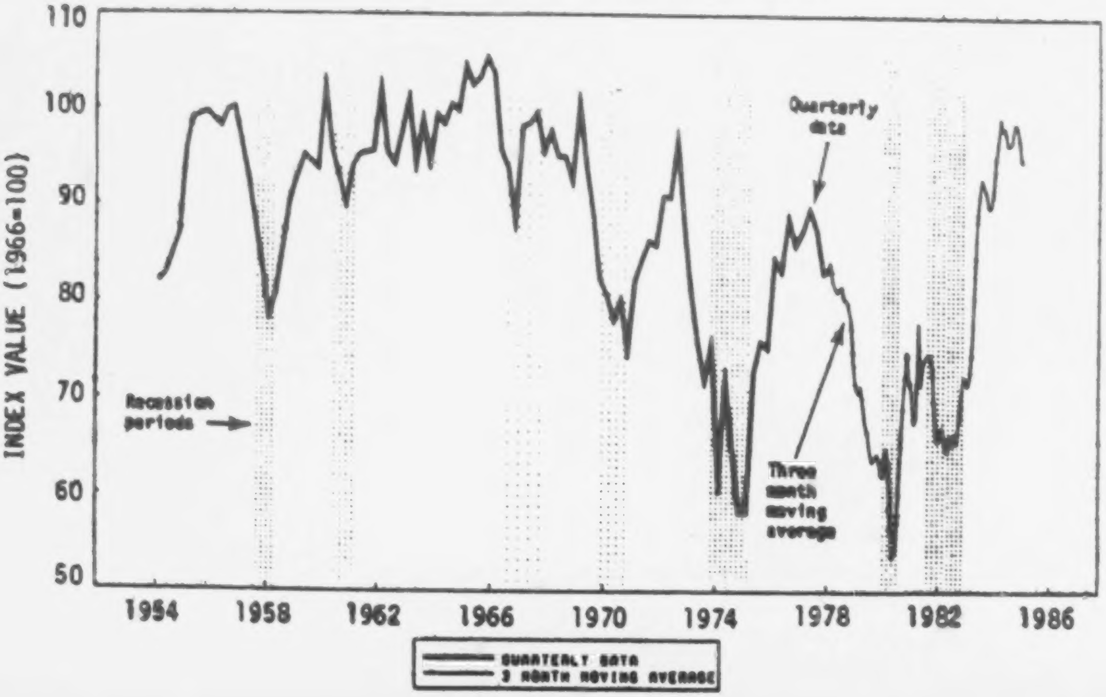


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

U7175 2

April 1991 Monthly Survey

May 8, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

EUPHORIA FADES, RECESSION ENDURES

Optimism Recedes

About one-third of the March surge in consumer confidence was reversed in the April 1991 survey. This still left the Index of Consumer Sentiment at 81.8, well above the February 1991 reading of 70.4 and the October 1990 low of 63.9.

Nearly the entire April decline came in expectations about the future course of the economy--the measures that recorded the greatest surge in March. Personal financial attitudes remained weak, declining slightly in April, indicating continued concerns by consumers about their ability to make large purchases.

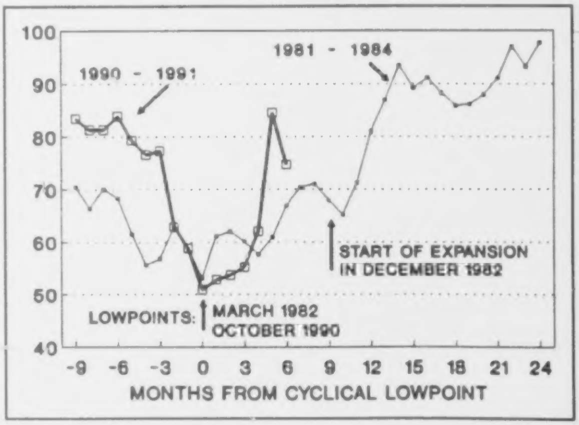
While the dampening impact of the fading euphoria may well have ended, the heightened expectations for improvement that still prevail may prove vulnerable to the continued weakness in the economy. Until improved economic conditions begin to confirm these expectations, it is unlikely that further gains will be recorded. Indeed, it is more likely that further erosion will follow in the months ahead.

Leading Indicator

The Index of Consumer Expectations fell to 74.7 in the April 1991 survey, from 84.5 in March, but remained well ahead of the 62.0 recorded in February and the October 1990 low of 50.9. The rather large month-to-month changes reflects the surge in optimism following the end of the Persian Gulf war, and its subsequent decline. Consumers' reassessments of the longer run prospects for the economy contributed most to these changes, with the April survey reversing nearly the entire March improvement.

The chart below shows the trend in the Index of Consumer Expectations around its current and prior lowpoints. The Expectations Index reached a low nine months prior to the start of the last expansion in December 1982, and showed two small reversals prior to its rapid gains in early 1983. In comparison, the March surge greatly outdistanced the prior pace of improvement, even taking the April decline into account. If past patterns hold, the data

Index of Consumer Expectations



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suggest a start of the recovery in the third quarter at the earliest. But past patterns may well be an unreliable guide to the current situation. The risk is tilted toward a later start to the recovery.

The primary risk involves slower real income growth than was true in the prior recovery. Sharp and cumulative declines in inflation bolstered real income growth in the early stages of the prior recovery, but will provide little further help currently, and the needs of state governments to increase taxes will also diminish growth in disposable incomes. - In addition, consumers still voice heightened concerns about key sectors of the economy, most notably, continued losses of confidence in financial institutions.

Personal Finances Remain Weak as Concerns Shift From Rising Prices to Falling Incomes

Consumers' assessments of their financial situation decline substantially immediately following the start of the Persian Gulf crisis, reaching a low in October of 1990. The decline was paced by rising gasoline prices, and by October one-in-four households pointed to the erosion of their budgets as their primary concern. The subsequent decline in gasoline prices did result in fewer households reporting that their financial situation worsened because of price increases. Nonetheless, the proportion reporting unfavorable changes in their financial situation has remained greater than the number reporting improvement.

Just when concerns about price increases started to declined, they were replaced by increasing concerns about incomes and job prospects. As a result, very little change in the financial situation of consumers has been recorded since the start of the year. In the April 1991 survey, 34 percent of all families reported that their financial situation had improved, identical to the January 1991 reading, and well below the April 1990 figure of 46 percent.

The proportion reporting income gains exceeded the number reporting income declines by just 6 percentage points in the January and April 1991 surveys (28 percent reported income gains versus 22 percent income declines), down from a 21 percentage point difference last year (34 percent income increases versus 13 percent income declines).

When asked about their financial prospects for the year ahead, families have expressed only minor changes in their outlook since the start of the year. Among all families, 34 percent expected their financial situation to improve during the year ahead, between the 36 percent recorded one month earlier and the 32 percent recorded three months ago, but well below the 45 percent recorded one year earlier.

Outlook for Economy Fades Along with Euphoria

The impact of the euphoria produced by the dramatic conclusion to the Persian Gulf war was no more evident than in consumers' assessments of prospects for the general economy. Nearly all of the March surge in confidence was focused on the outlook for the economy, as was nearly all of the April decline. Thus far, the reassessment has only partially reversed the improvement, leaving them still significantly higher than their 1990 lows. Indeed, even at their lowered April levels, prospects for the general economy still show a rather large gain over the February readings. For example, the proportion of households that expected good times financially in the economy as a whole during the year ahead fell to 40 percent in April, from 48 percent in March, but still remained twice the 20 percent recorded in February.

While the impact from fading euphoria may well have been stemmed, these prospects may still prove vulnerable to further declines due to the continue strength of the recession. One aspect of consumer views that was not affected by the war's end was their assessments of the current state of the economy: three-fourths of all households thought that the economy was in recession in the April survey, unchanged from March. Continued news of weakness in the economy may well cause consumers to further revise their expectations downward.

Unemployment Remains Top Concern

Rising unemployment was the major concern expressed by consumers in the April survey, as three times as many households expected further increases rather than declines during the year ahead (45 versus 15 percent). Although the April survey did erase about half of the sharp improvement recorded in March, when the proportion that expected increases fell to 36 percent from 56 percent in February, it still remained on an overall improving trend.

Expected Inflation Rate Reaches Three Year Low

The annual rate of inflation expected by consumers during the year ahead fell to 4.3% in the April 1991 survey, marking the sixth consecutive monthly decline since 6.1% was recorded in October. Overall, this was the lowest rate of inflation expected in since early 1988.

Interest Rate Outlook Worsens in Recent Surveys

The proportion of households that expected declines in interest rates fell to 28 percent in the April 1991 survey, from 35 percent in March and 43 percent in February. This ended the improving trend, partially reversing the substantial improvement recorded from September 1990 to February 1991, when the proportion that expected declines tripled, rising from 14 to 43 percent.

Expected Price Discounts Dominate Buying Attitudes

Although consumers views toward buying conditions for homes and vehicles did soften in the April survey, they remained at improved levels compared to late 1990. The major reason for the overall improvement has been the record number of households that mentioned the expected availability of reduced prices.

Nearly the entire improvement in vehicle buying attitudes is contingent on the expectations of the renewed availability of deep discounts. In the April 1991 survey, of 51 percent of all households, a new all-time record level, mentioned the expected availability of discounts when asked to explain their view of vehicle buying conditions during the year ahead.

For the housing market, 44 percent of all families in the April survey mentioned reduced home prices, only below the all-time record of 49 percent recorded last month. For furniture, appliances, and home electronics, 35 percent justified their view in terms of the availability of price discounts.

In total, more families the April 1991 survey referred to the role of price discounts in their evaluations of buying conditions than ever before in the history of these surveys. Importantly, the anticipated availability of price discounts now represents a strongly held expectation: if consumers find that an expected discount is not available, they are likely to postpone their purchase until discounts are again offered. The willingness to wait for discounts is especially strong for vehicle buyers.

Consumer Loan Rates: Help Housing, Hurt Vehicles

The most important factor underlying the improved attitudes toward home buying conditions has been lower mortgage interest rates. Among all families, declines in mortgage interest rates were mentioned by 43 percent in the April 1991 survey, unchanged from March, but nearly four-times the October 1990 low of 11 percent.

In sharp contrast, the proportion of households that mentioned the availability of lower interest rates on vehicle loans fell in the April 1991 survey to 12 percent, from 16 percent in March. Overall, references to lower vehicle loan rates was not much higher in the April survey than at its October 1990 low of 5 percent. Indeed, throughout 1990 and early 1991, fewer consumers made favorable references to vehicle loan rates than at any other time during the prior seven years. Thus current prospects for the vehicle market are diminished from vehicle loan rates that have shown little improvement, as well as the expectation of deep price discounts that are not currently available.

Southern Residents Record Greatest Decline

Sentiment among residents of the Southern region retreated by the largest amount, with the Index falling to 79.7 in April from 91.4 in March. Much more modest declines were recorded among residents of the West (83.5 in April, down from 88.2 in March) and the Northeast (78.8 in April, down from 83.0). Among residents of the Midwest, the Index remained largely unchanged (85.2 in April, barely below the 85.9 recorded in March).

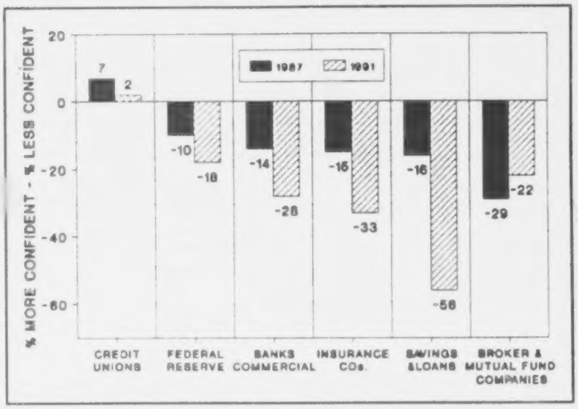
Sentiment among families with above median incomes declined in the April survey, but by less than among lower income families. Among families with incomes of $40,000 or more, the Index of Consumer Sentiment fell to 91.0 in April, from 95.3 in March, but still remained substantially higher than the 73.2 recorded in February.

Loss in Confidence in Financial Institutions

In the April 1991 survey, questions on people's sense of confidence in financial institutions were included, repeating items that were first asked in November-December 1987. It is important to note that the questions refer to change in confidence, not the absolute levels of confidence in the various institutions (see the question wording on the attached table). The chart below summarizes the results, showing the difference between the proportions of households that reported increased and decreased confidence.

Overall, the results indicate a widespread and growing concern with financial institutions.

Change in Confidence In Financial Institutions



For all financial institutions except credit unions, more households reported that their confidence had lessened rather than increased in both the 1991 and 1987 surveys. Moreover, household expressed greater declines in confidence in 1991 than in 1987 for all financial institutions except brokerage and mutual fund companies. That brokerage and mutual fund companies recorded a small rebound is not surprising, since the first measure was taken immediately following the October 1987 stock market crash.

Interestingly, the greater the loss in confidence recorded in 1987, the greater the subsequent decline by 1991, leaving the rank order identical in both years, except for brokerage and mutual fund companies. Importantly, however, the extent of differences between the various financial institutions were much less in 1987 than 1991.

The 1991 declines in confidence were especially sharp for Savings & Loans, followed by insurance companies, and commercial banks. In 1991, 59 percent of all households reported less confidence in Savings & Loans, 38 percent had less confidence in insurance companies, and 31 percent expressed less confidence in commercial banks.

* * *

The April 1991 survey included 501 completed interviews conducted between April 1st and April 29, 1991.

CHANGE IN CONFIDENCE IN FINANCIAL INSTITUTIONS

Confidence In Financial Institution Compared With Five Years Ago	Credit Unions		Federal Reserve System		Commercial Banks		Insurance Companies		Savings & Loan Associations		Brokerage & Mutual Fund Companies	
	1987	1991	1987	1991	1987	1991	1987	1991	1987	1991	1987	1991
A lot more confidence now	9	6	4	2	3	1	7	2	4	1	3	*
A little more confidence now	9	8	5	5	4	2	6	3	7	2	5	3
Same	61	66	67	63	70	64	56	55	58	34	46	61
A little less confidence now	7	6	12	14	12	14	12	16	15	12	19	13
A lot less confidence now	4	6	7	11	9	17	16	22	12	47	18	12
Don't know; NA	10	8	5	5	2	2	3	2	4	4	9	11
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cases	1001	501	1001	501	1001	501	1001	501	1001	501	1001	501
Relative Score: %More - %Less	+7	+2	-10	-18	-14	-28	-15	-33	-16	-56	-29	-22
Change in Score: 1991 - 1987	-5		-8		-14		-18		-40		+7	

The questions asked in November-December 1987 and April 1991 were: "The next few questions are about the trust and confidence people have in this country's financial institutions. For each type of financial institution that I read, please tell me whether your confidence in that financial institution has changed in recent years. First, what about INSTITUTION -- compared with five years ago, do you have more confidence now, less confidence now, or has your confidence in INSTITUTION remained about the same? Would you say a little or a lot (more/less) confidence?"

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Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

APRIL 1991

The April 1991 survey was the 273rd in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

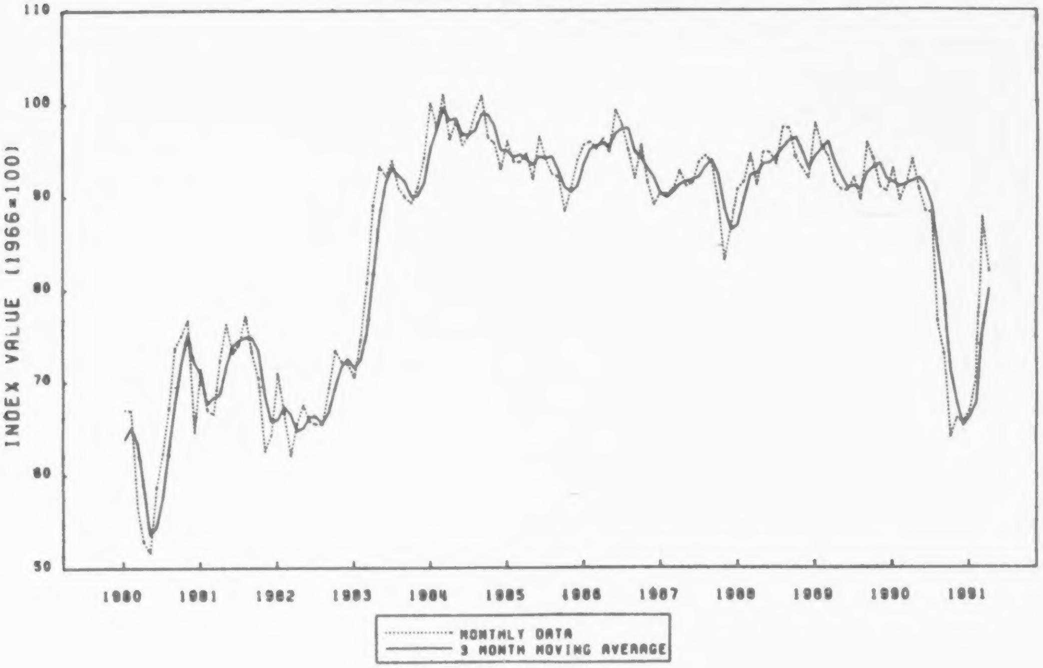


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

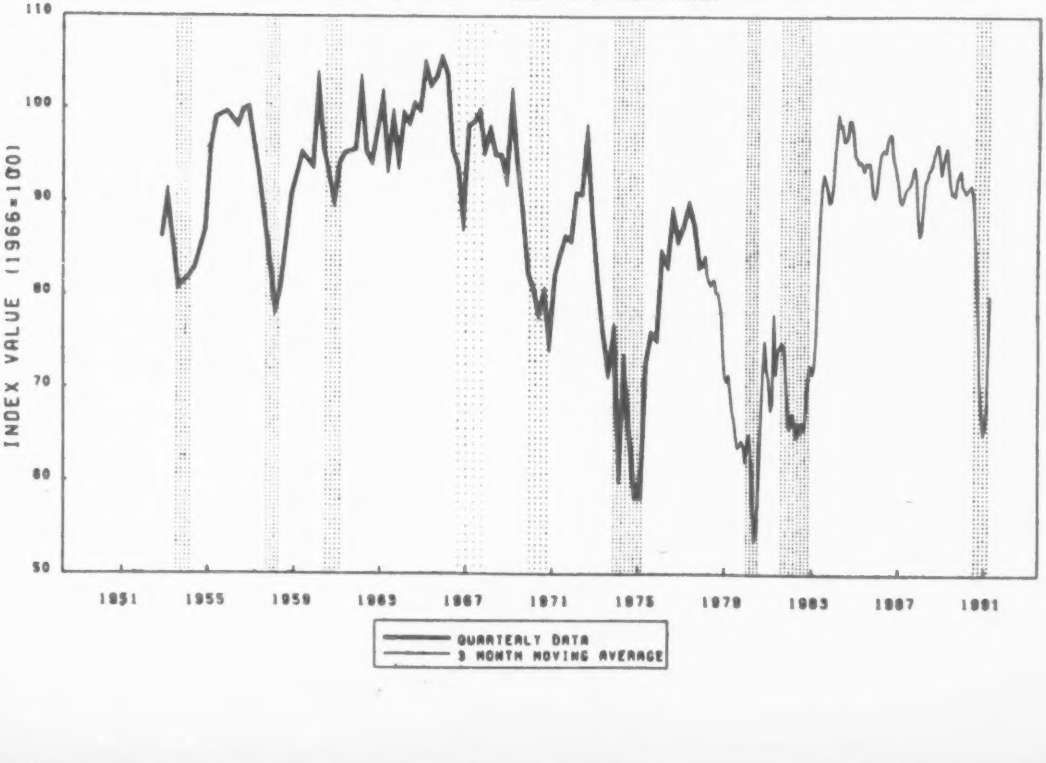


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
April	1988	91.2	99.1	99.6
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3
April	1991	81.8	91.0	91.0

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

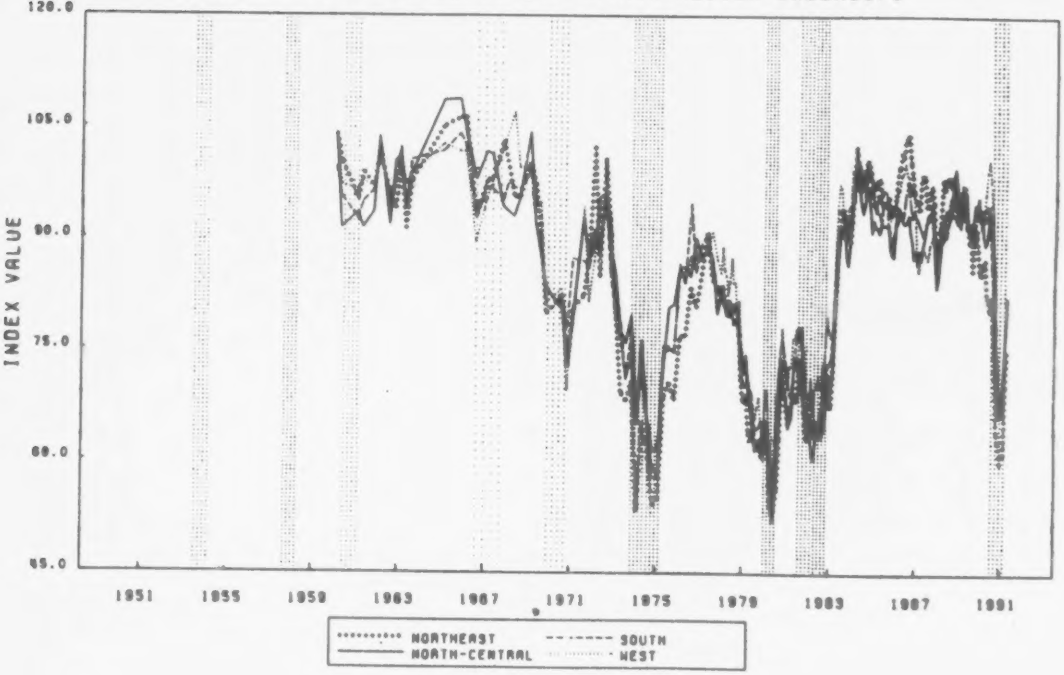


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

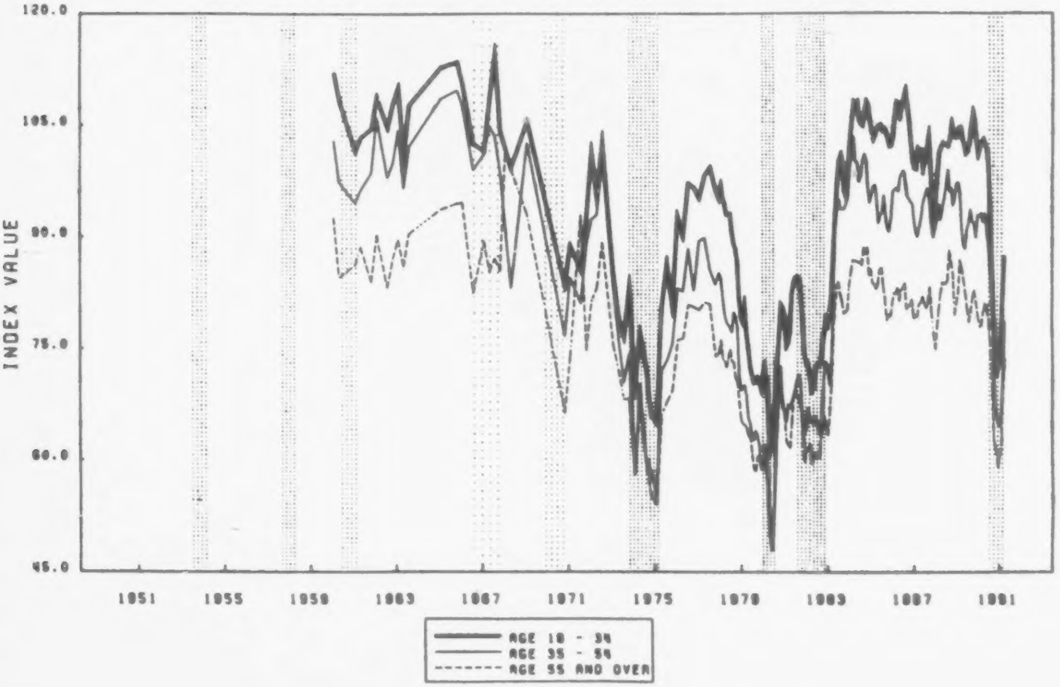


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
April 1988	94.9	93.9	88.6	89.0	100.0	87.5	86.6
May 1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June 1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July 1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August 1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October 1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November 1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December 1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January 1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February 1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March 1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April 1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May 1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June 1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July 1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August 1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September 1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October 1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November 1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December 1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January 1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February 1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March 1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April 1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

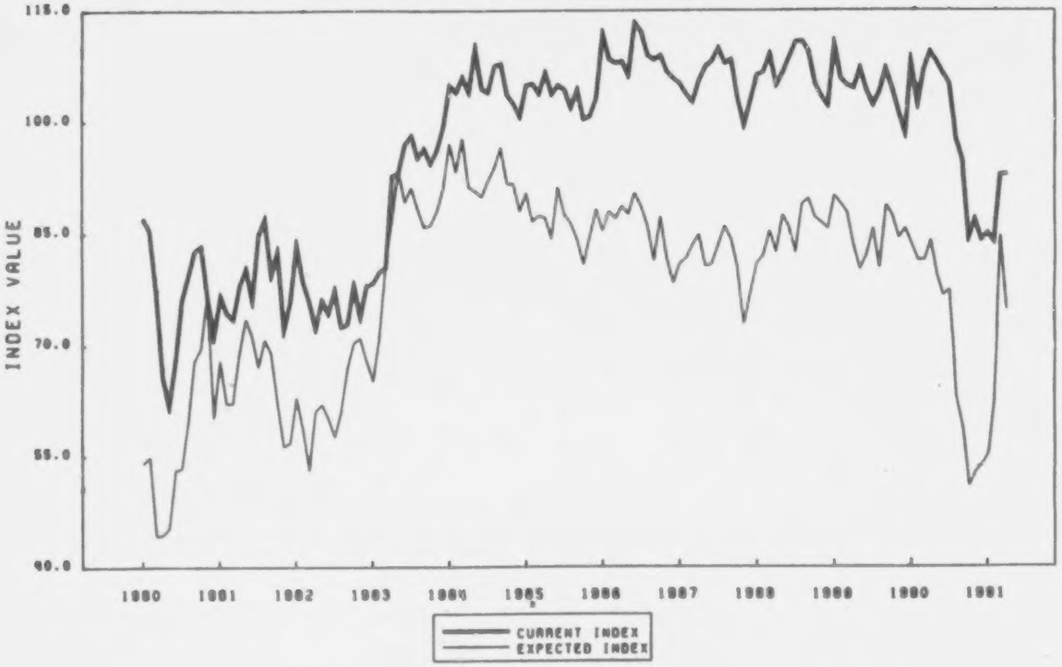


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

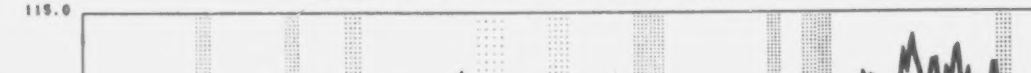


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

		INDEX COMPONENTS +						
		Personal finances		Business conditions				
DATE OF SURVEY		Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
April	1988	117	125	117	89	154	104.8	82.4
May	1988	111	127	125	98	165	106.5	87.3
June	1988	119	129	121	95	163	108.6	85.7
July	1988	120	128	106	96	167	110.7	82.3
August	1988	127	127	125	105	160	110.8	88.8
September	1988	127	133	125	102	157	109.4	89.5
October	1988	114	124	129	97	158	105.0	87.0
November	1988	112	128	122	97	156	103.3	86.3
December	1988	114	127	119	98	150	102.0	85.5
January	1989	121	131	128	103	165	110.3	89.9
February	1989	120	130	128	99	154	105.7	88.8
March	1989	116	131	123	98	156	104.8	87.6
April	1989	113	130	113	91	158	104.4	83.2
May	1989	121	125	107	89	157	107.1	80.1
June	1989	115	123	115	90	155	104.1	82.0
July	1989	112	123	124	96	152	102.1	85.5
August	1989	114	126	109	88	156	103.9	80.3
September	1989	117	129	127	101	161	107.1	88.6
October	1989	114	134	124	93	156	104.4	87.2
November	1989	116	130	116	92	146	101.2	84.3
December	1989	115	129	115	99	140	98.2	85.5
January	1990	116	124	119	92	164	108.0	83.4
February	1990	108	126	111	90	157	102.3	81.3
March	1990	117	125	108	93	160	106.9	81.3
April	1990	122	136	110	92	162	109.4	83.9
May	1990	119	126	110	83	161	108.1	79.3
June	1990	119	125	100	83	158	106.5	76.6
July	1990	115	127	98	84	158	105.1	77.3
August	1990	105	119	63	68	147	97.5	62.9
September	1990	106	112	53	68	139	94.7	58.8
October	1990	91	105	43	54	126	84.2	50.9
November	1990	97	112	41	56	127	86.7	52.8
December	1990	98	110	40	63	119	84.0	53.7
January	1991	104	118	46	55	115	84.9	55.2
February	1991	96	120	56	71	120	83.7	62.0
March	1991	102	126	113	100	137	92.7	84.5
April	1991	99	122	98	79	141	92.8	74.7

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

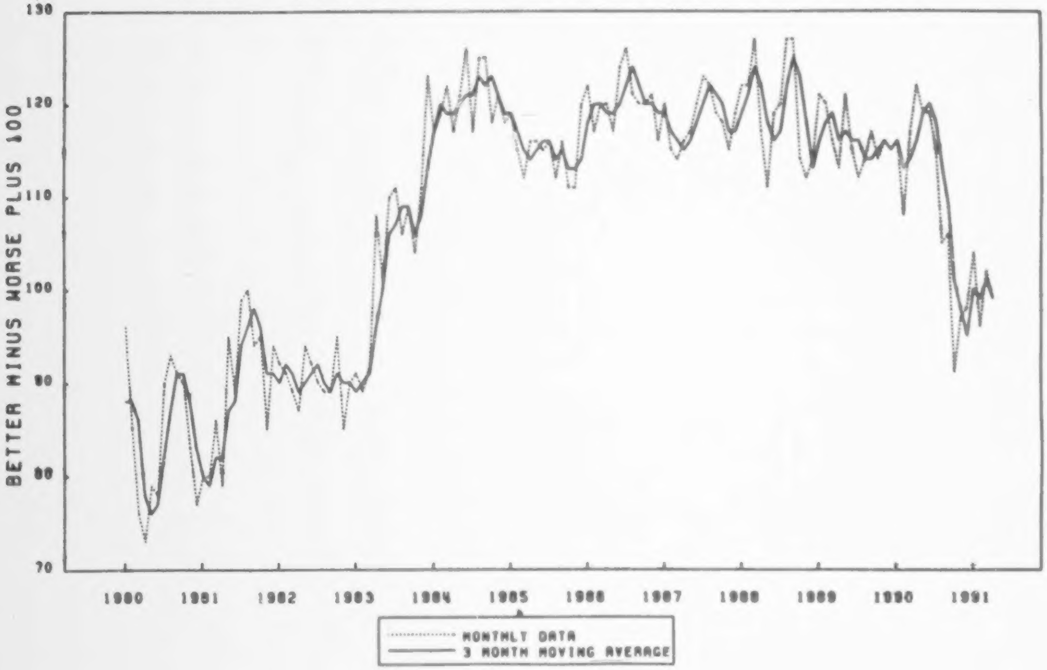


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

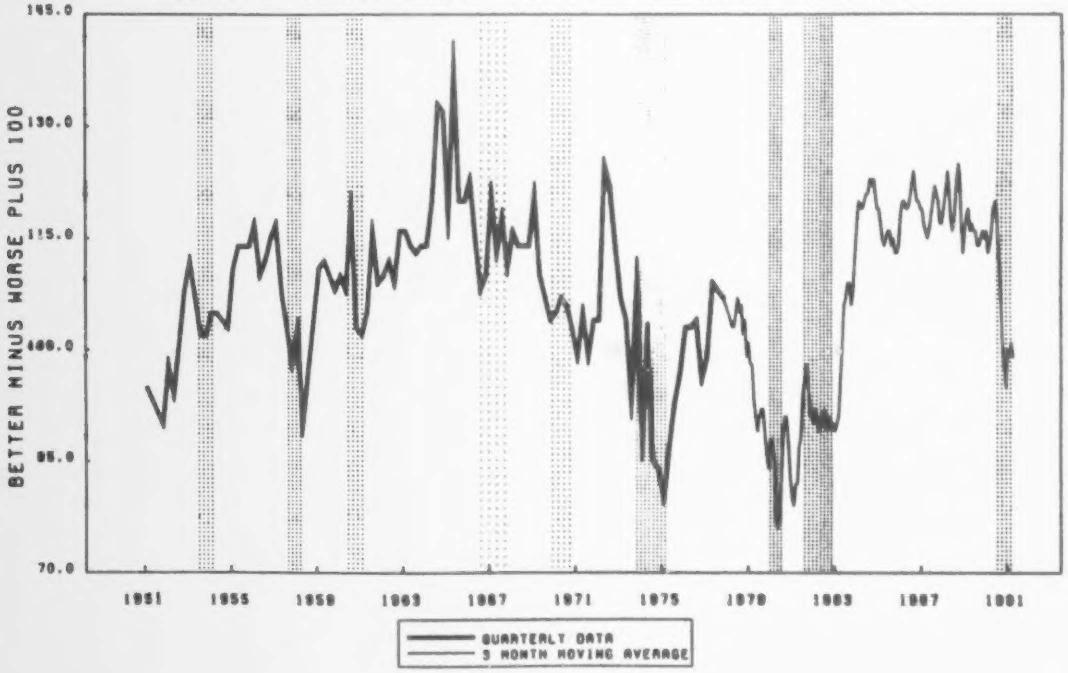


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
BETTER OFF	46%	43%	43%	43%	36%	36%	30%	35%	33%	34%	32%	35%	34%
SAME	29	33	33	29	33	34	31	27	32	35	32	31	30
WORSE OFF	24	24	24	28	31	30	39	38	35	30	36	33	35
DK,NA	1	*	*	*	*	*	*	*	*	1	*	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

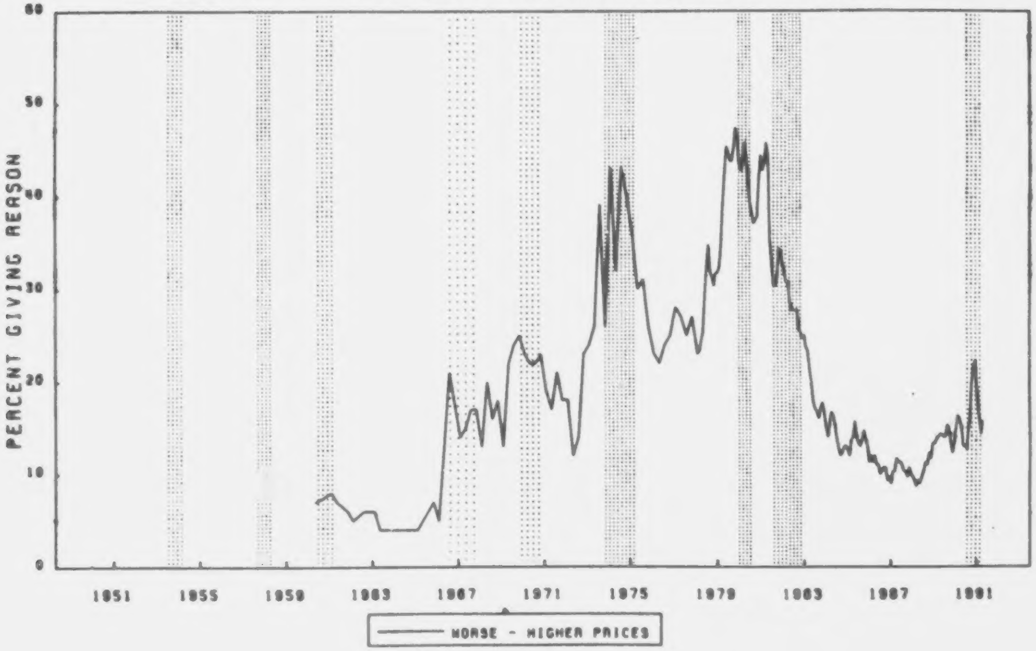


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

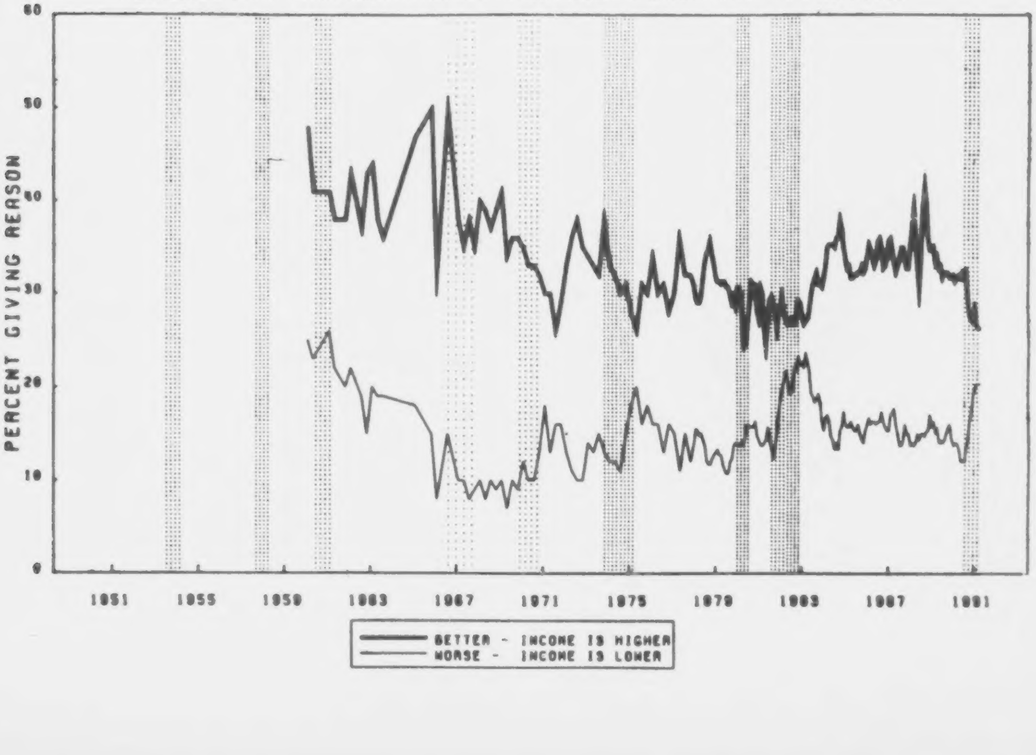


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	34%	29%	34%	32%	31%	28%	24%	30%	27%	28%	25%	26%	28%
WORSE OFF THAN YEAR AGO:													
Income is lower	13	12	11	13	17	13	19	19	18	22	21	18	22
Higher prices	13	11	15	12	18	18	24	23	20	14	15	14	18

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

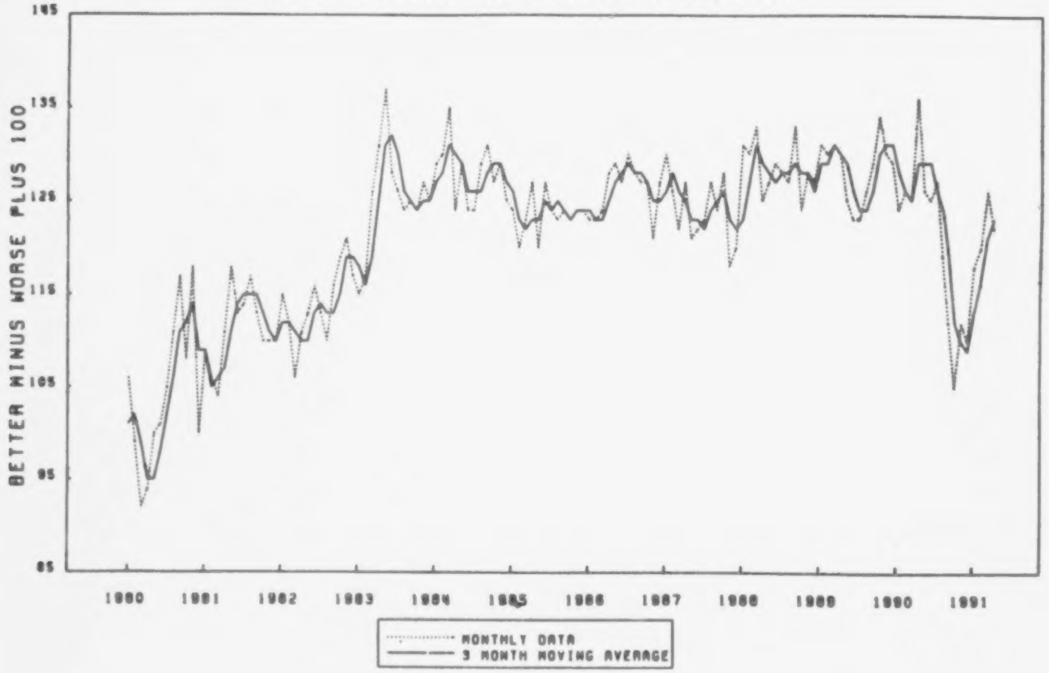


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

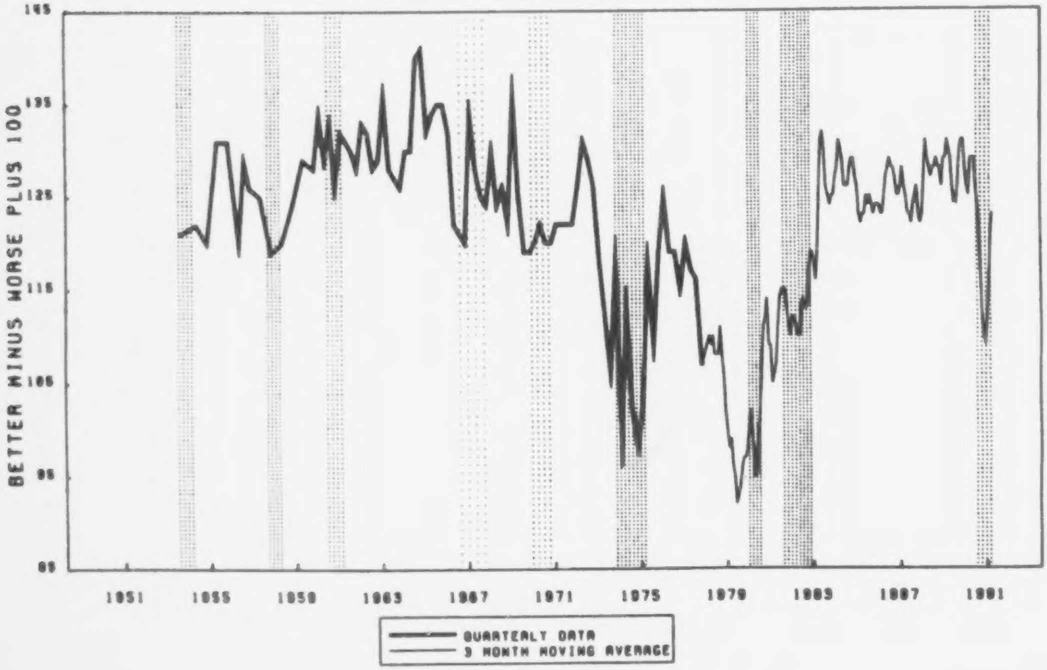


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
BETTER OFF	45%	38%	36%	37%	32%	29%	29%	31%	26%	32%	32%	36%	34%
SAME	44	48	50	51	52	52	44	46	54	51	53	50	51
WORSE OFF	9	12	11	10	13	17	24	19	16	14	12	10	12
DK,NA	2	2	3	2	3	2	3	4	4	3	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

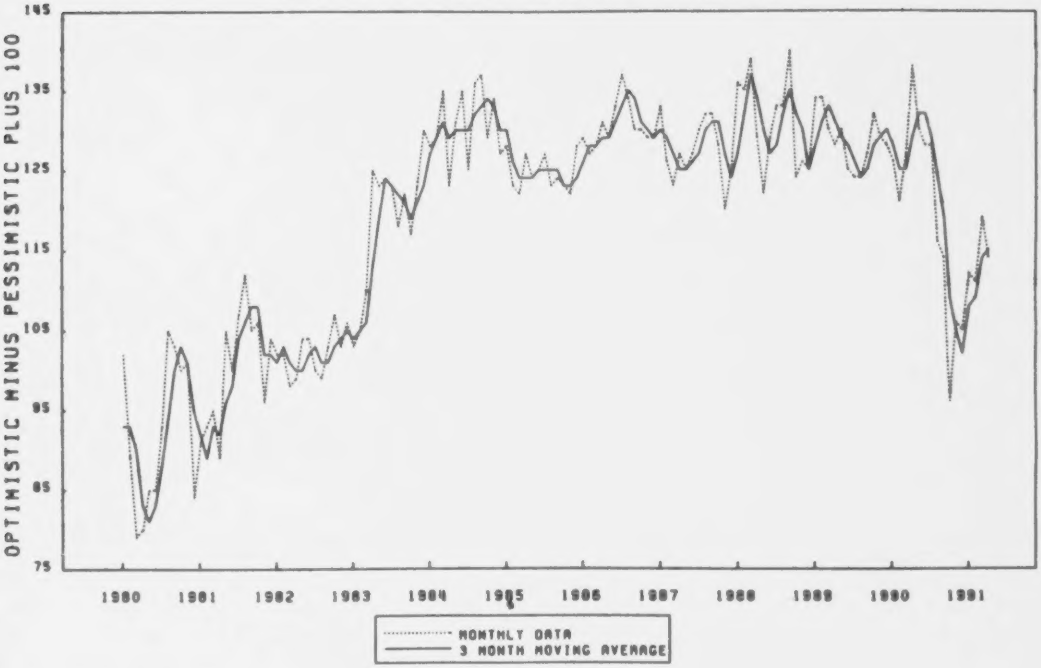


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

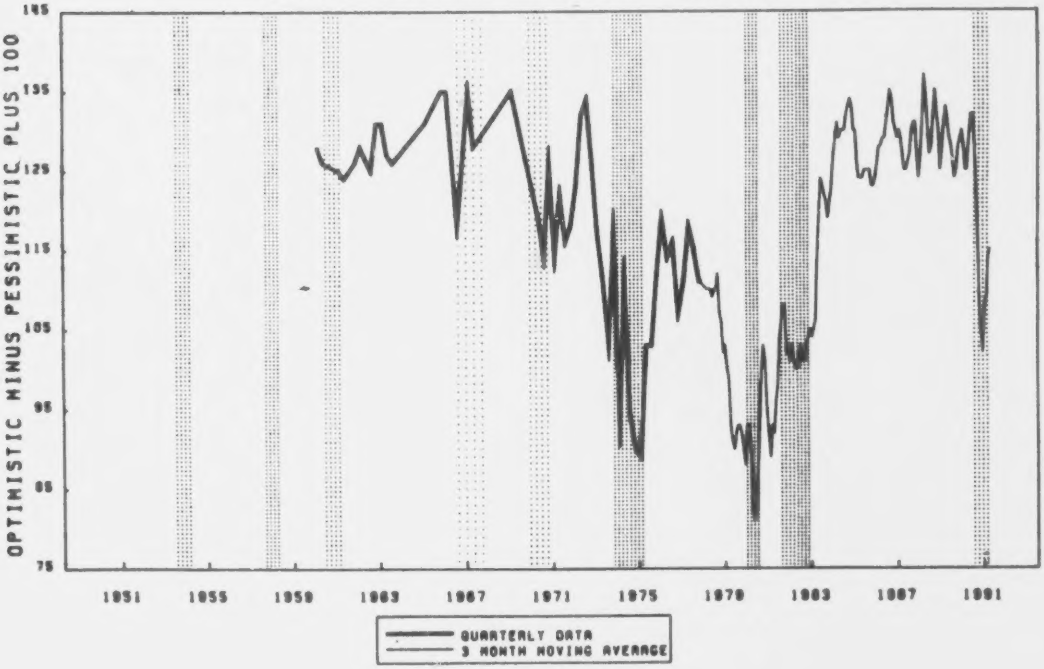


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
Continuous increase (a)	24%	22%	19%	21%	14%	14%	13%	15%	12%	16%	13%	16%	14%
Intermittant increase (b)	29	26	29	26	28	26	20	23	24	22	25	24	27
Remain unchanged (c)	16	21	18	20	18	21	15	13	18	21	19	20	16
Intermittant decline (d)	11	11	16	13	20	17	25	23	22	20	20	16	21
Continuous decline (e)	4	7	4	6	6	9	12	9	9	6	7	5	6
Mixed change (f)	13	11	11	12	11	11	12	13	11	11	13	14	13
DK,NA	3	2	3	2	3	2	3	4	4	4	3	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

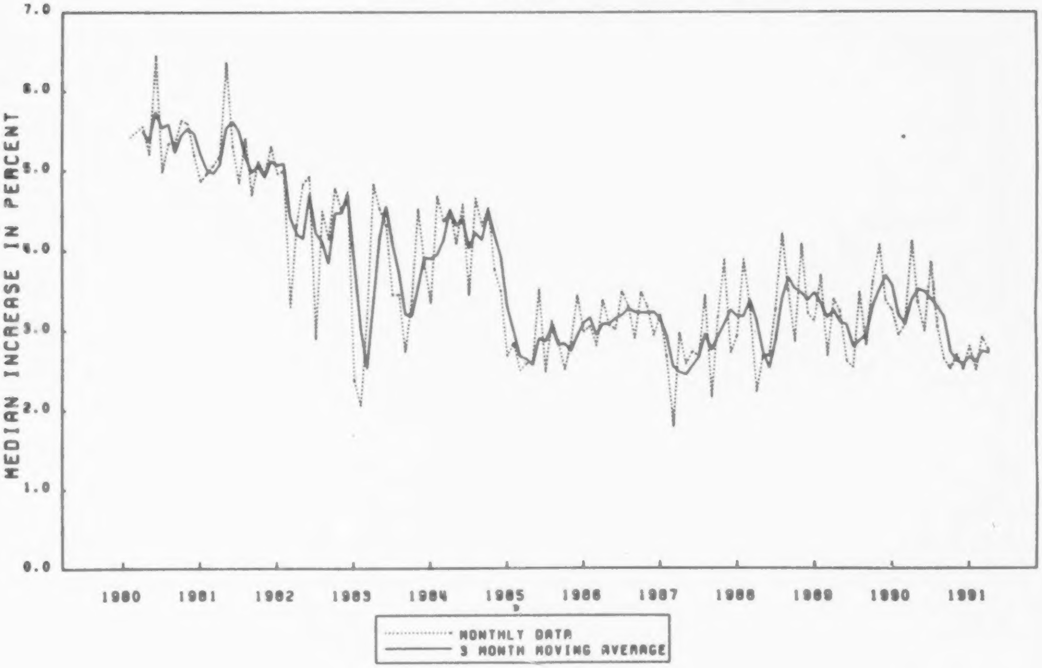


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

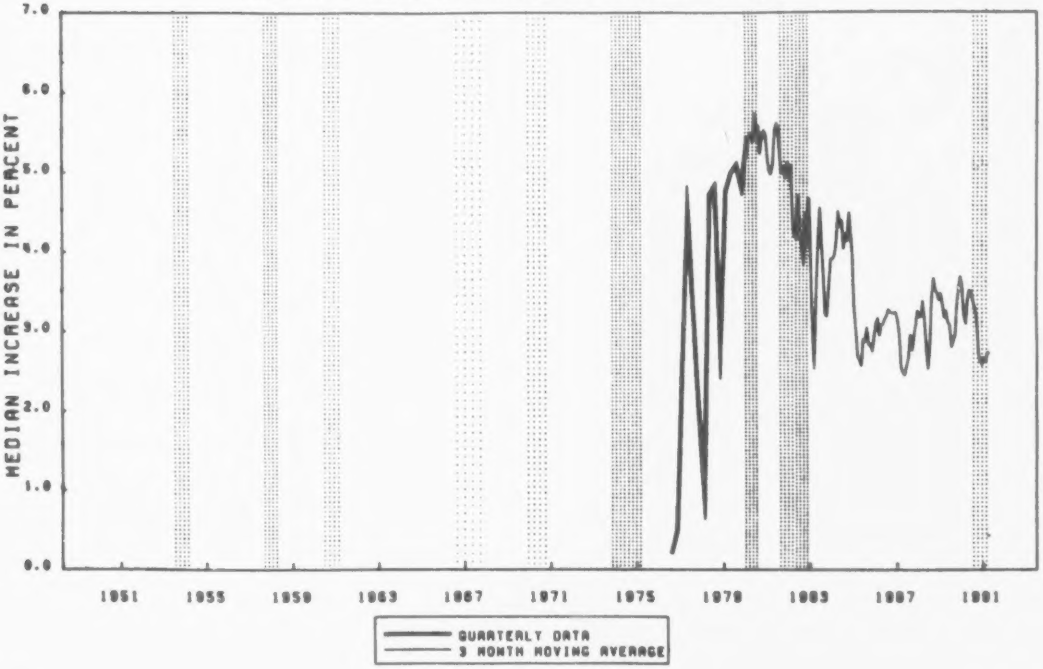


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
EXPECT INCREASE:													
1-4%	15%	16%	17%	16%	17%	17%	14%	19%	17%	15%	19%	13%	16%
5%	13	9	10	14	9	10	13	13	14	11	12	13	11
6-9%	7	8	9	8	10	8	5	4	5	7	6	7	6
10-24%	18	18	12	15	17	12	13	15	12	12	12	13	16
25% or more	8	7	9	8	6	6	6	5	6	8	6	7	5
DK how much up	4	5	3	3	2	4	5	3	4	5	4	5	4
EXPECT SAME	27	27	25	25	25	28	26	24	25	29	24	28	28
EXPECT DOWN	7	9	15	9	13	14	17	17	17	12	16	12	14
DK,NA	1	1	*	2	1	1	1	*	*	1	1	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

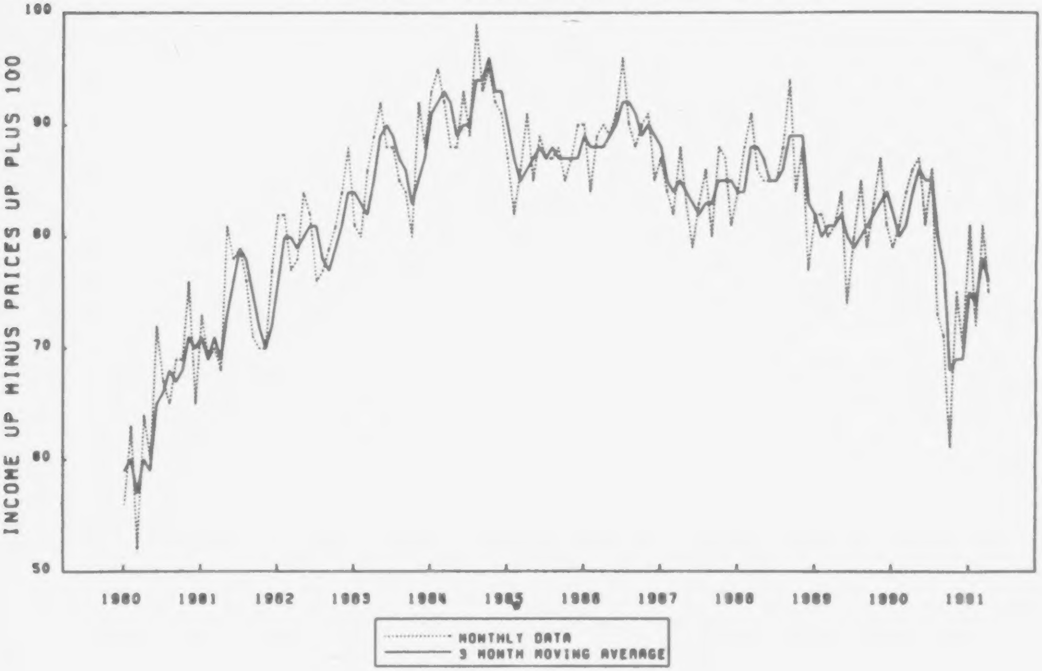


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

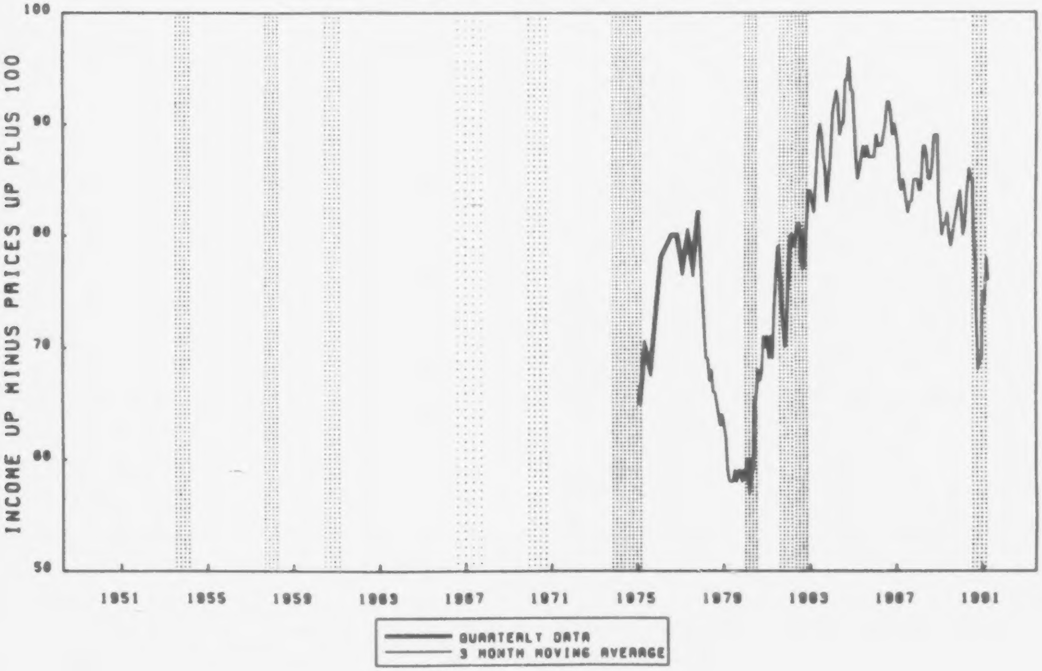


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
INCOME UP MORE	21%	19%	18%	21%	18%	14%	12%	16%	15%	18%	15%	18%	15%
INCOME UP SAME	42	48	44	42	37	42	35	41	38	45	40	44	43
PRICES UP MORE	35	32	37	35	45	43	51	41	45	37	43	37	40
DK,NA	2	1	1	2	*	1	2	2	2	*	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

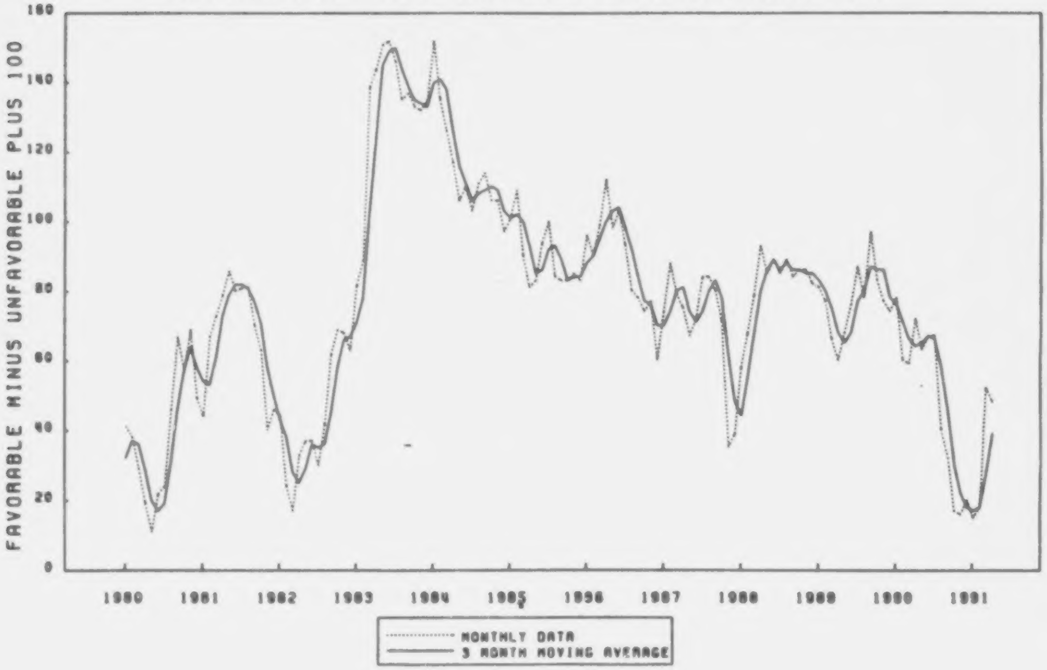


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

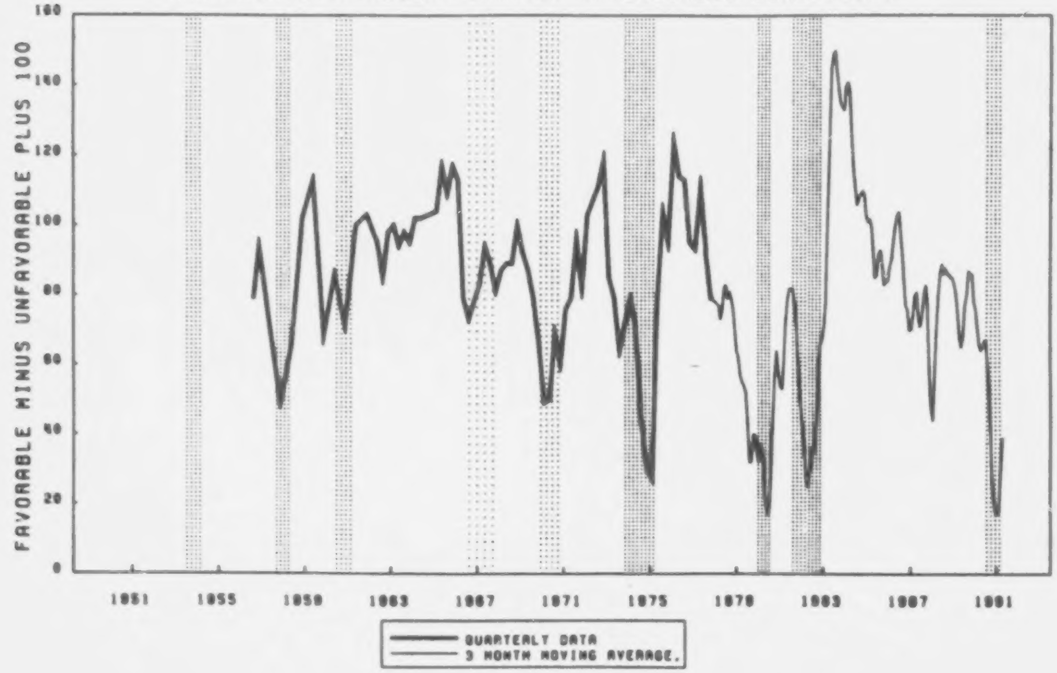


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
FAVORABLE NEWS	23%	18%	22%	18%	16%	10%	8%	8%	11%	9%	13%	27%	24%
UNFAVORABLE NEWS	51	55	55	51	76	78	91	92	91	94	95	75	76
NO MENTIONS	49	50	48	54	39	44	35	37	33	32	31	35	35

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

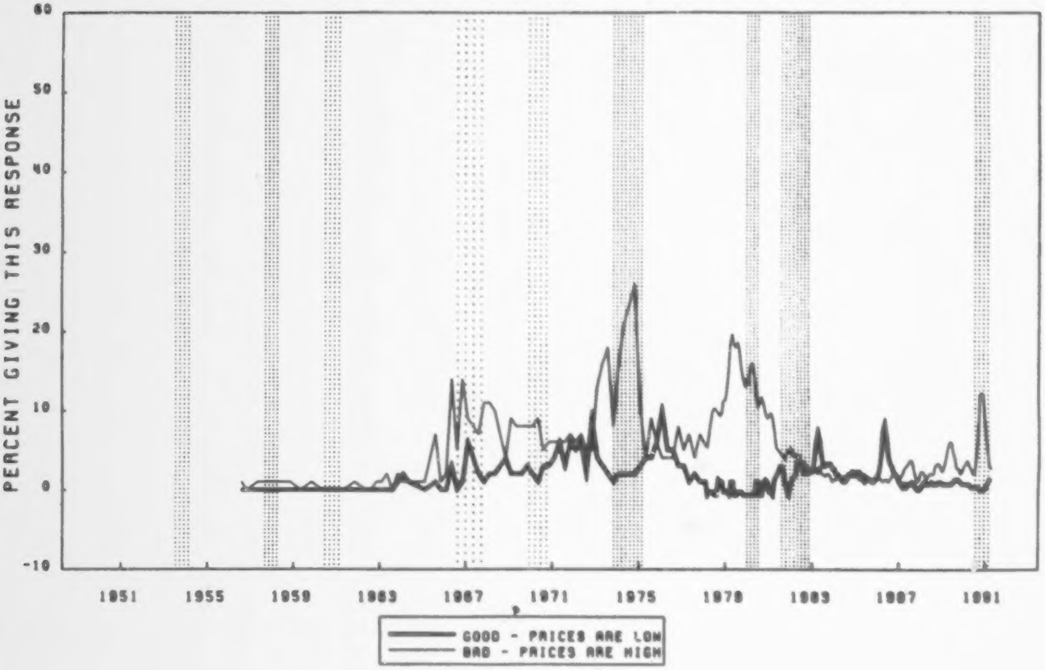


CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

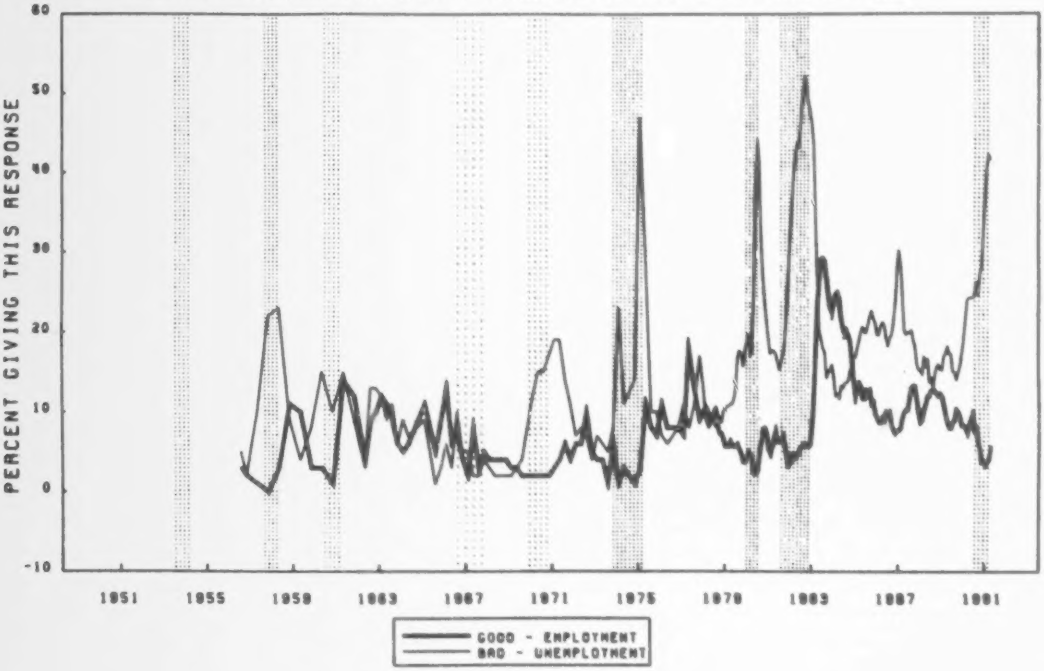


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
FAVORABLE NEWS:													
Government; elections	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%
Employment	12	8	9	6	9	4	3	4	4	2	5	5	7
Higher consumer demand	2	1	1	*	1	1	1	*	1	*	*	1	1
Lower prices	1	*	*	1	*	*	*	*	*	1	1	2	1
Easier credit	1	2	2	2	2	*	*	1	1	3	2	6	3
Stock market	1	1	2	2	*	*	*	*	*	1	1	1	2
Trade deficit	2	1	1	1	*	*	*	*	*	*	*	1	*
UNFAVORABLE NEWS:													
Government; elections	3	8	6	9	13	17	16	17	10	15	11	5	6
Unemployment	22	24	27	23	29	22	31	31	33	43	46	38	41
Lower consumer demand	6	3	6	3	5	5	4	5	11	8	11	11	9
Higher prices	2	2	2	2	9	10	16	11	9	4	3	3	2
Tighter credit	2	3	2	2	2	3	2	2	2	1	1	2	1
Energy crisis	1	*	1	*	2	4	2	3	2	1	*	1	*
Stock market	3	3	1	1	3	3	5	5	*	3	2	1	1
Trade deficit	5	2	3	2	1	1	1	*	1	2	1	1	2

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

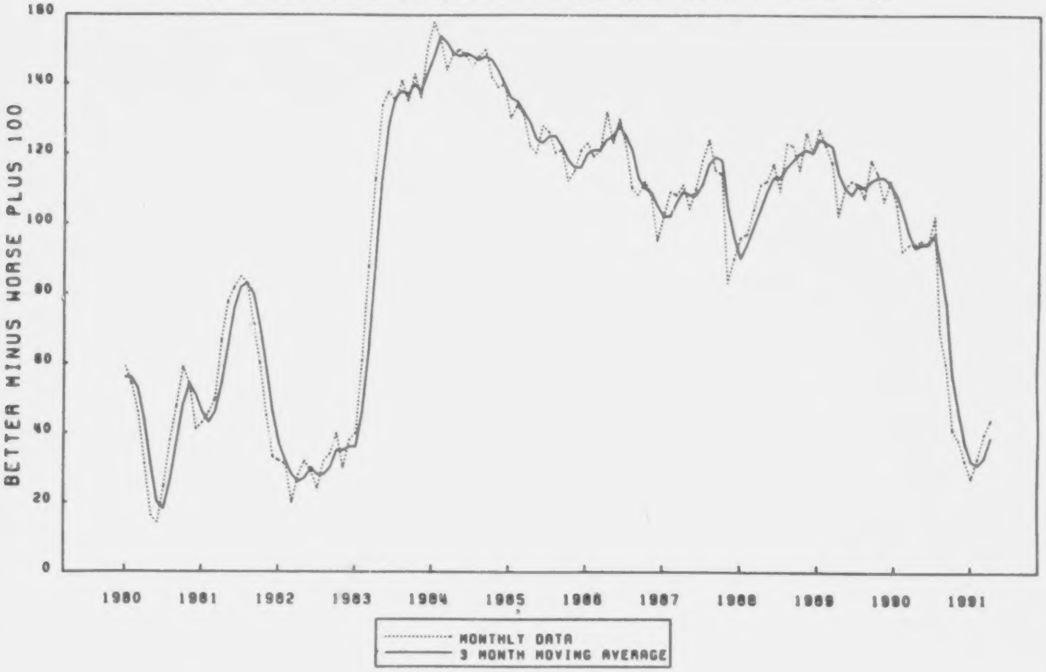


CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

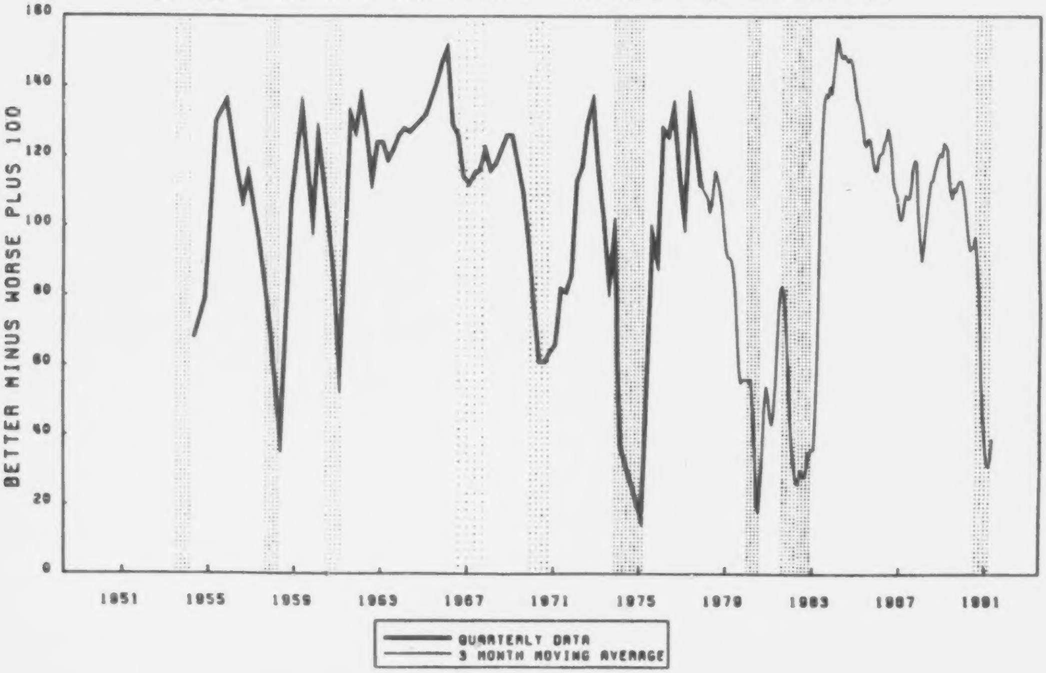


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
FAVORABLE NEWS:													
Government; elections	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%
Employment	12	8	9	6	9	4	3	4	4	2	5	5	7
Higher consumer demand	2	1	1	*	1	1	1	*	1	*	*	1	1
Lower prices	1	*	*	1	*	*	*	*	*	1	1	2	1
Easier credit	1	2	2	2	2	*	*	1	1	3	2	6	3
Stock market	1	1	2	2	*	*	*	*	*	1	1	1	2
Trade deficit	2	1	1	1	*	*	*	*	*	*	*	1	*
UNFAVORABLE NEWS:													
Government; elections	3	8	6	9	13	17	16	17	10	15	11	5	6
Unemployment	22	24	27	23	29	22	31	31	33	43	46	38	41
Lower consumer demand	6	3	6	3	5	5	4	5	11	8	11	11	9
Higher prices	2	2	2	2	9	10	16	11	9	4	3	3	2
Tighter credit	2	3	2	2	2	3	2	2	2	1	1	2	1
Energy crisis	1	*	1	*	2	4	2	3	2	1	*	1	*
Stock market	3	3	1	1	3	3	5	5	*	3	2	1	1
Trade deficit	5	2	3	2	1	1	1	*	1	2	1	1	2

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

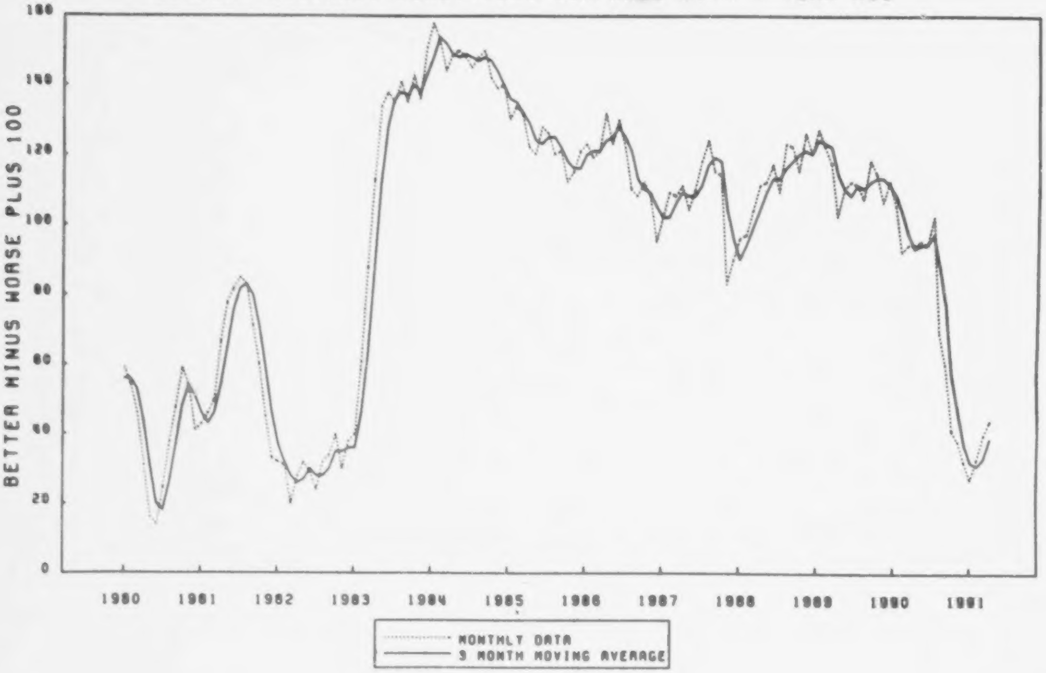


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

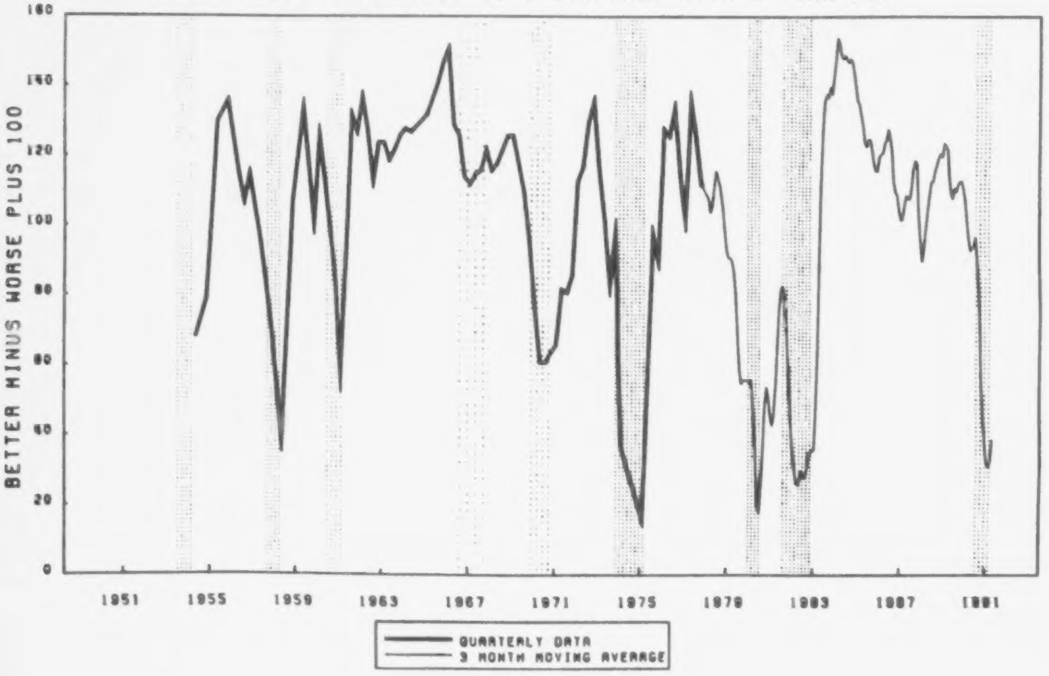


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
BETTER NOW	38%	36%	37%	41%	26%	22%	15%	13%	11%	8%	11%	15%	18%
SAME	17	19	18	19	15	13	8	11	9	10	9	8	7
WORSE NOW	44	41	43	39	57	62	74	75	79	81	78	75	74
DK,NA	1	4	2	1	2	3	3	1	1	1	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

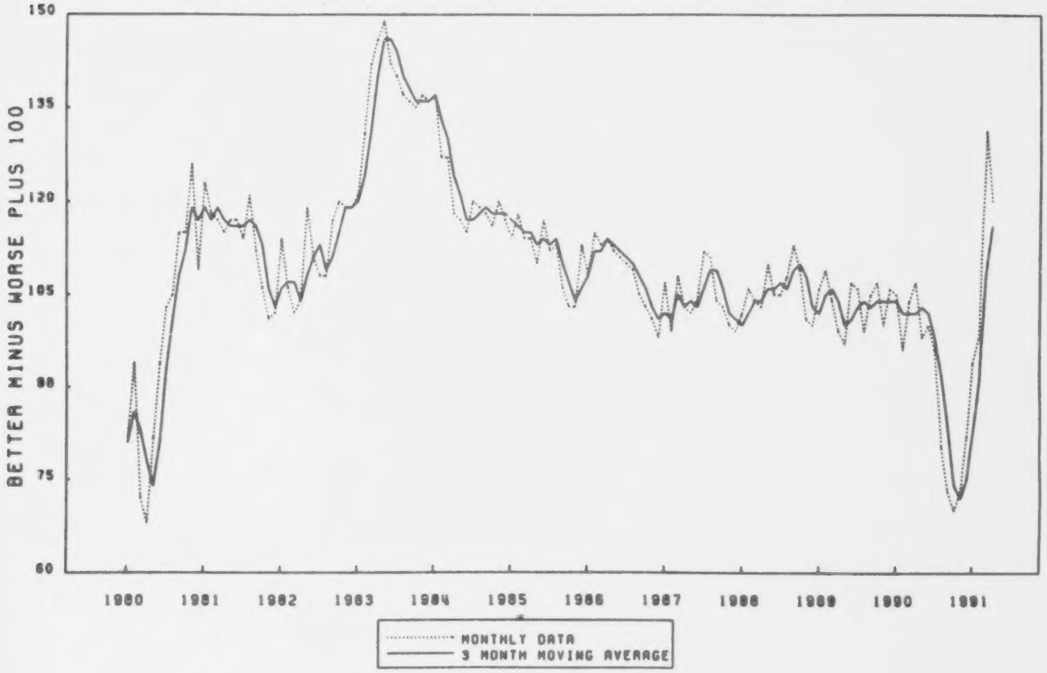


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

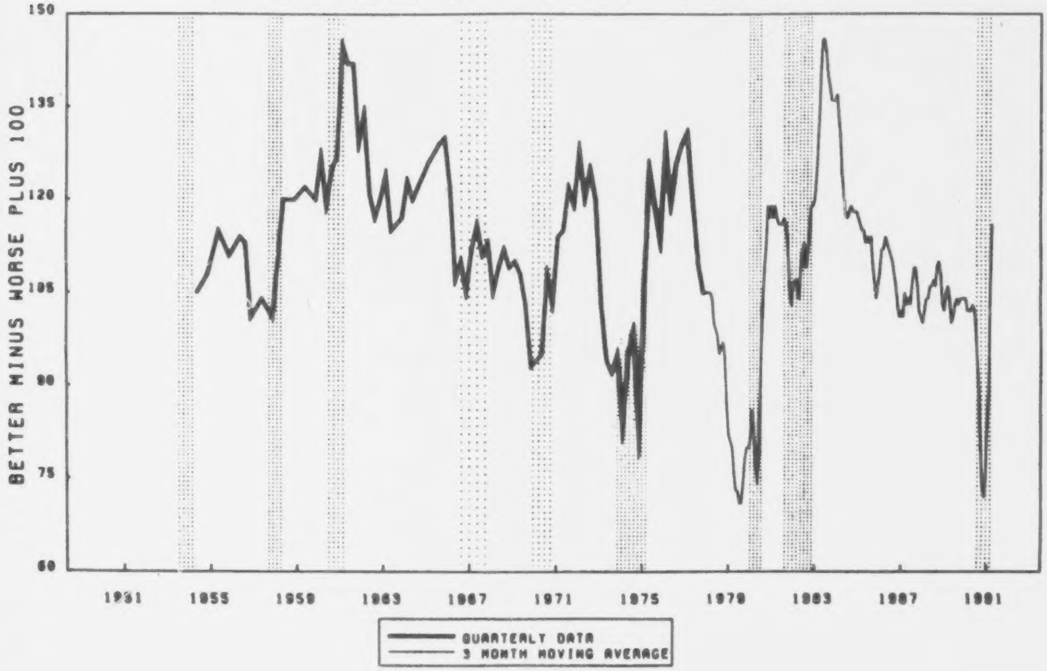


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
BETTER	24%	18%	20%	16%	13%	11%	13%	14%	17%	24%	27%	44%	36%
SAME	58	59	58	63	52	50	41	43	44	41	41	40	46
WORSE	17	20	20	20	33	38	43	41	35	30	29	13	16
DK,NA	1	3	2	1	2	1	3	2	4	5	3	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

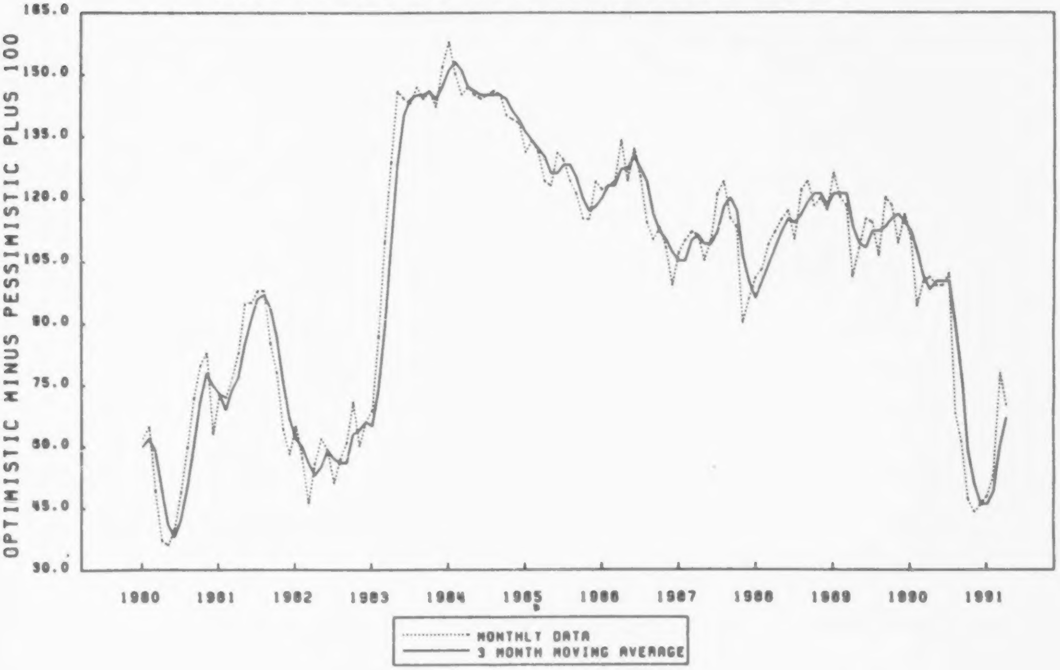


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

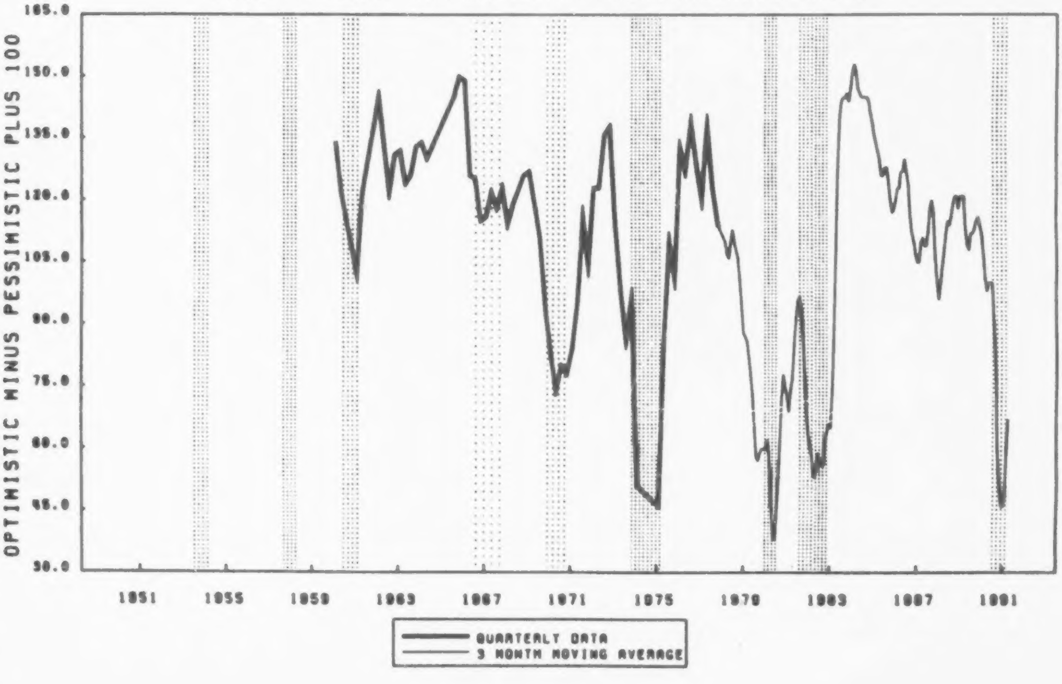


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
Continuous increase (a)	13%	8%	11%	8%	5%	3%	3%	2%	2%	2%	5%	7%	8%
Intermittant increase(b)	25	28	27	31	17	16	10	9	9	6	6	12	10
Remain unchanged (c)	12	12	11	12	9	9	5	5	4	6	4	3	4
Intermittant decline (d)	25	23	25	25	30	27	28	34	35	34	34	29	35
Continuous decline (e)	12	14	14	12	24	31	38	33	30	26	24	12	13
Mixed change (f)	11	9	9	9	11	10	10	14	14	21	22	33	26
DK,NA	2	6	3	3	4	4	6	3	6	5	5	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

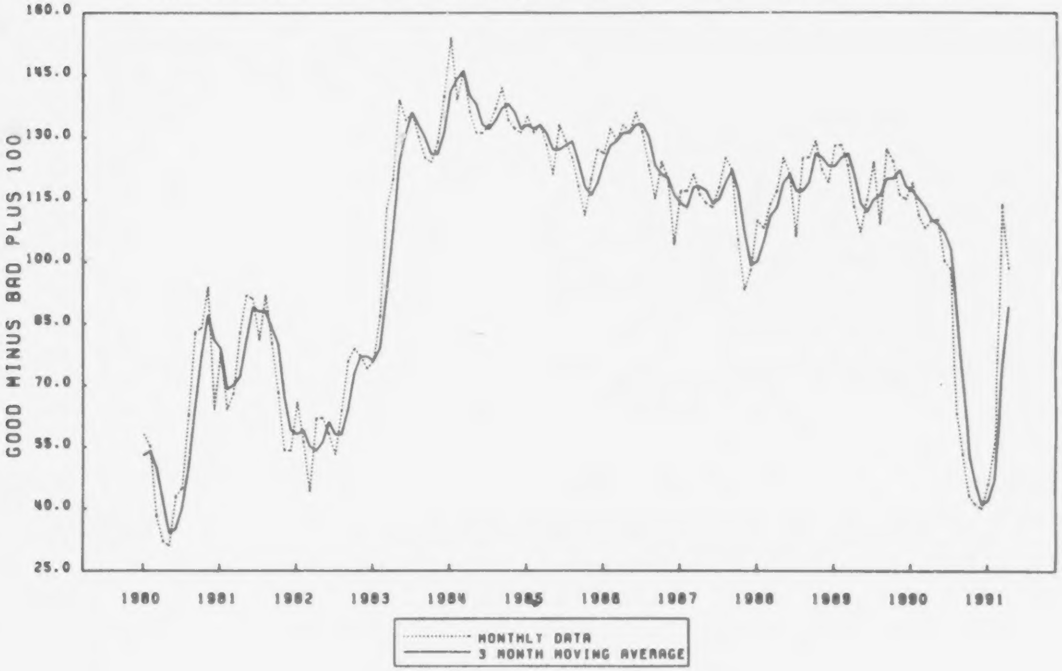


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

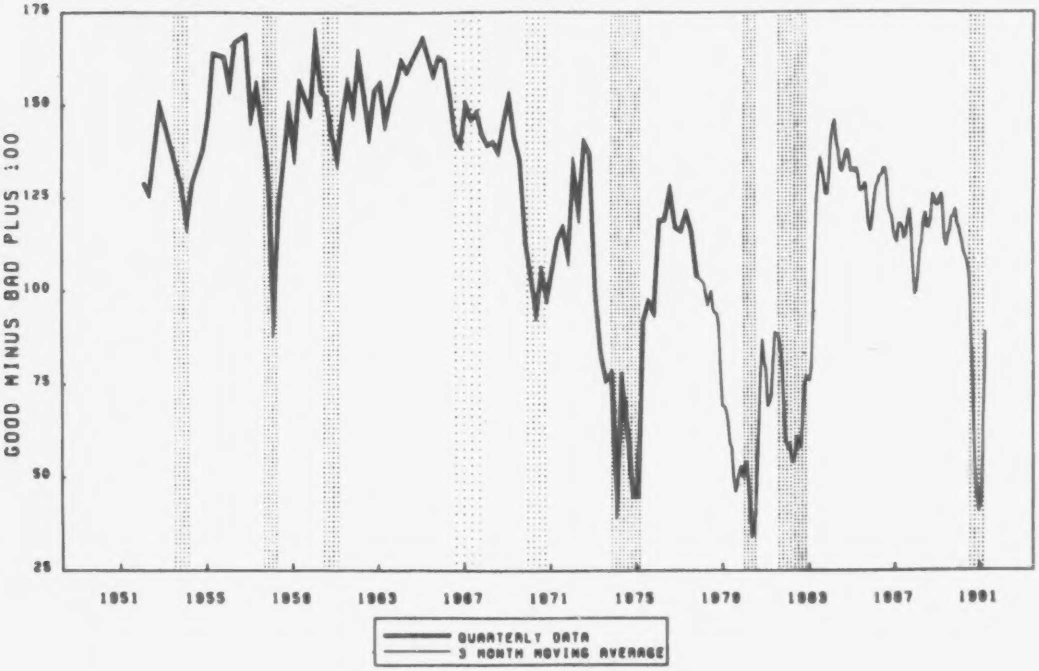


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIMES	49%	47%	43%	40%	25%	18%	14%	15%	12%	16%	20%	48%	40%
UNCERTAIN; GOOD & BAD	4	4	3	6	2	3	3	2	4	5	4	5	6
BAD TIMES	39	37	43	42	63	65	71	74	72	70	64	35	42
DON'T KNOW	4	6	5	7	5	8	5	3	5	5	7	5	4
NOT ASCERTAINED	4	6	6	5	5	6	7	6	7	4	5	7	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

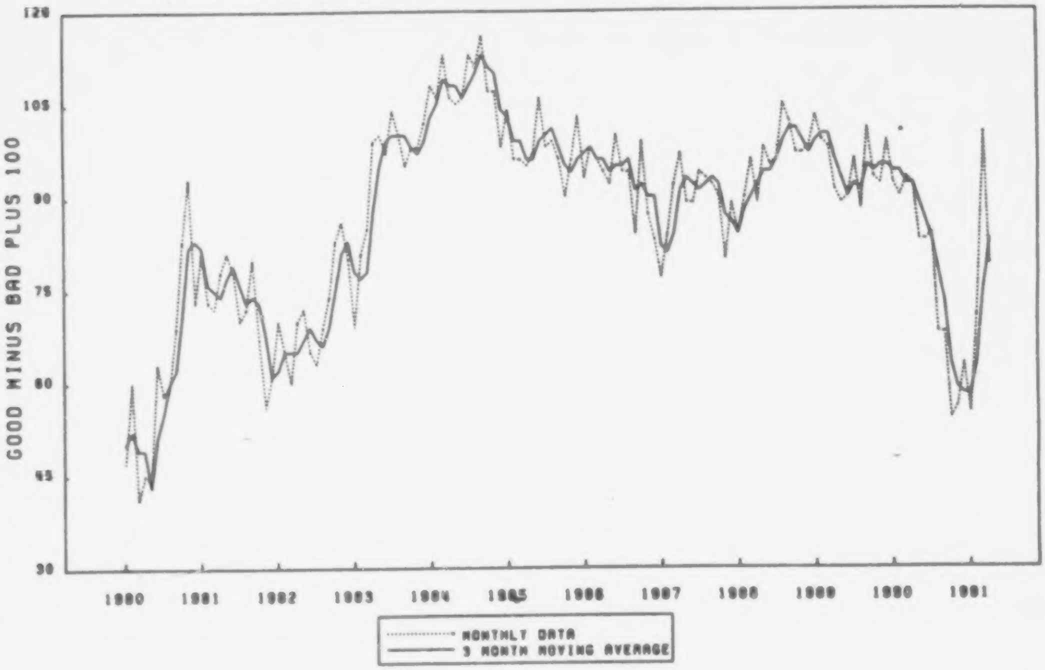


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

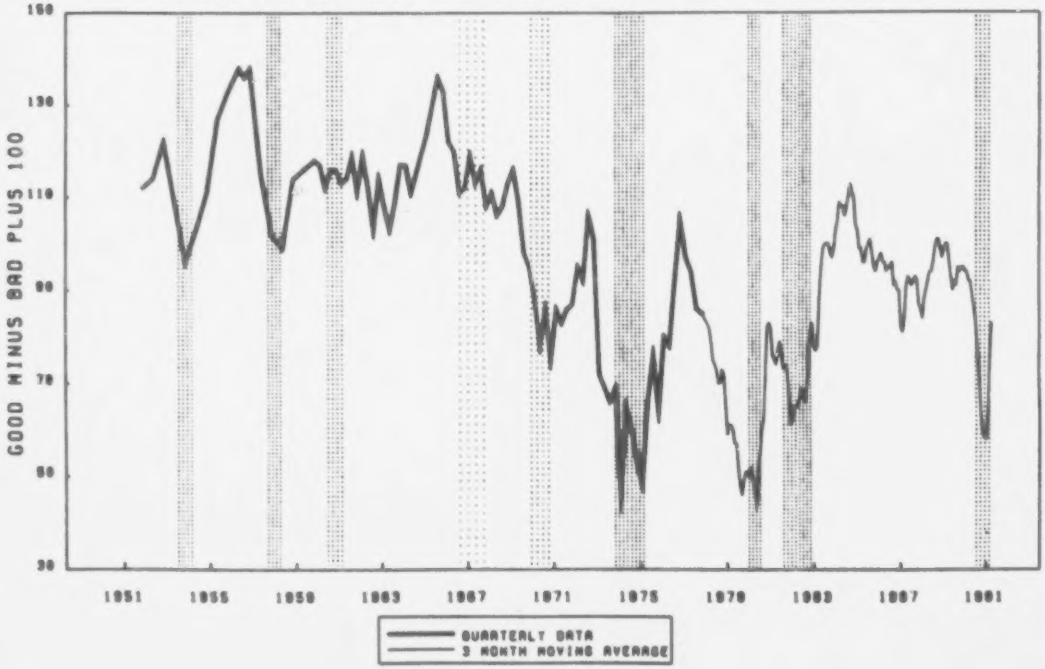


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIMES	39%	32%	31%	34%	24%	25%	19%	18%	24%	18%	26%	38%	30%
UNCERTAIN; GOOD&BAD	11	12	12	11	14	14	10	15	11	15	14	16	14
BAD TIMES	47	49	48	50	56	57	65	62	61	63	55	38	51
NOT ASCERTAINED	3	7	9	5	6	4	6	5	4	4	5	8	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

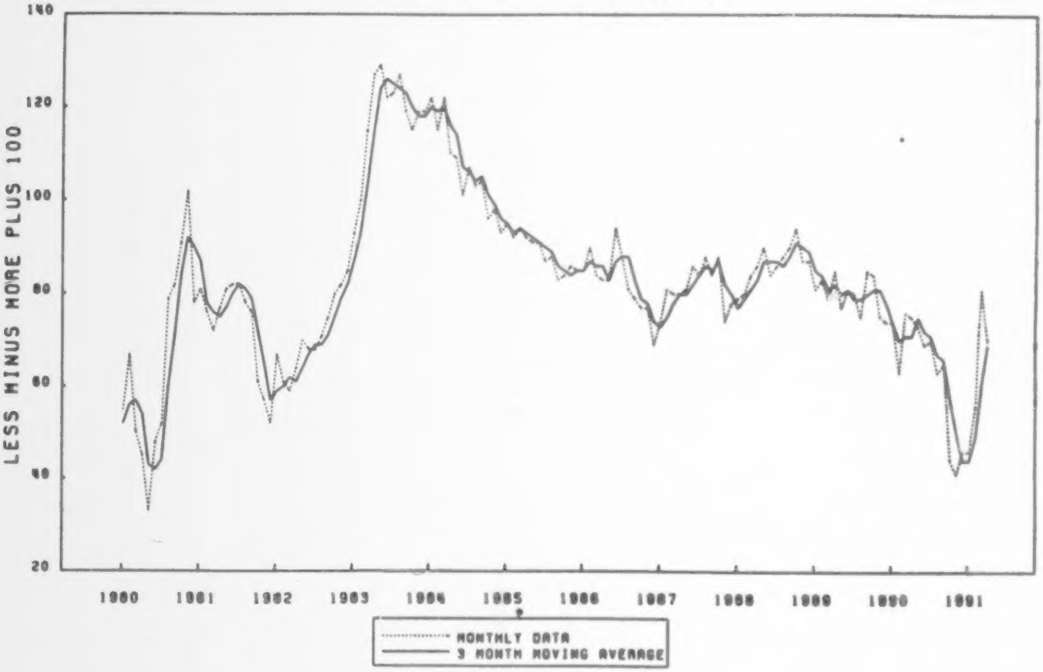


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

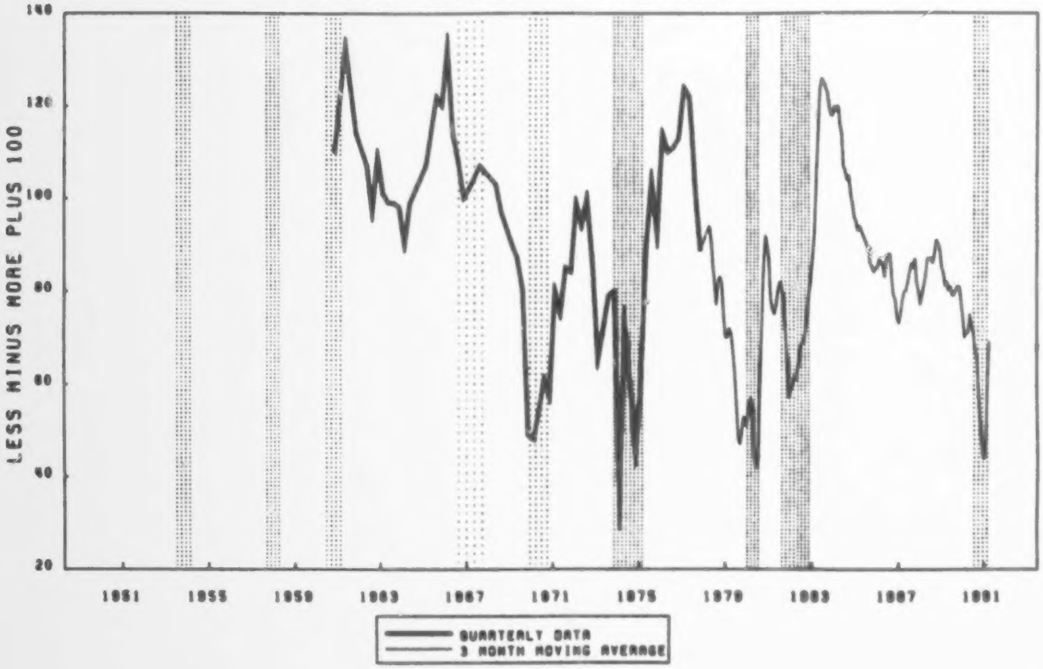


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
LESS	11%	10%	8%	7%	9%	9%	6%	5%	6%	8%	12%	17%	15%
SAME	52	52	52	54	44	45	30	30	34	29	31	46	39
MORE	36	37	39	37	46	44	62	64	60	62	56	36	45
DK,NA	1	1	1	2	1	2	2	1	*	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

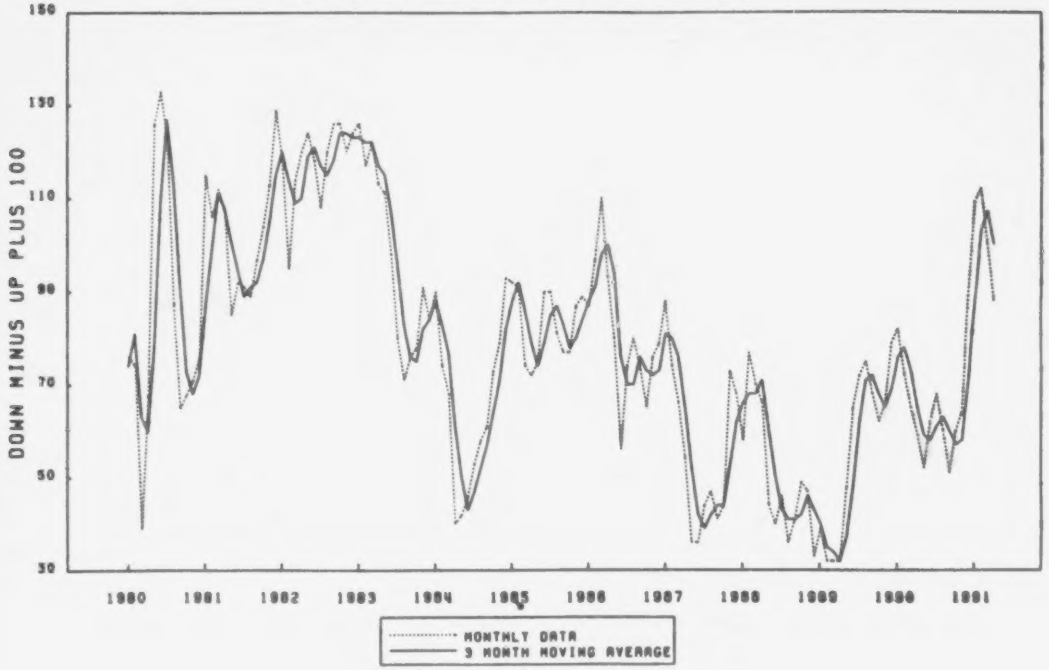


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

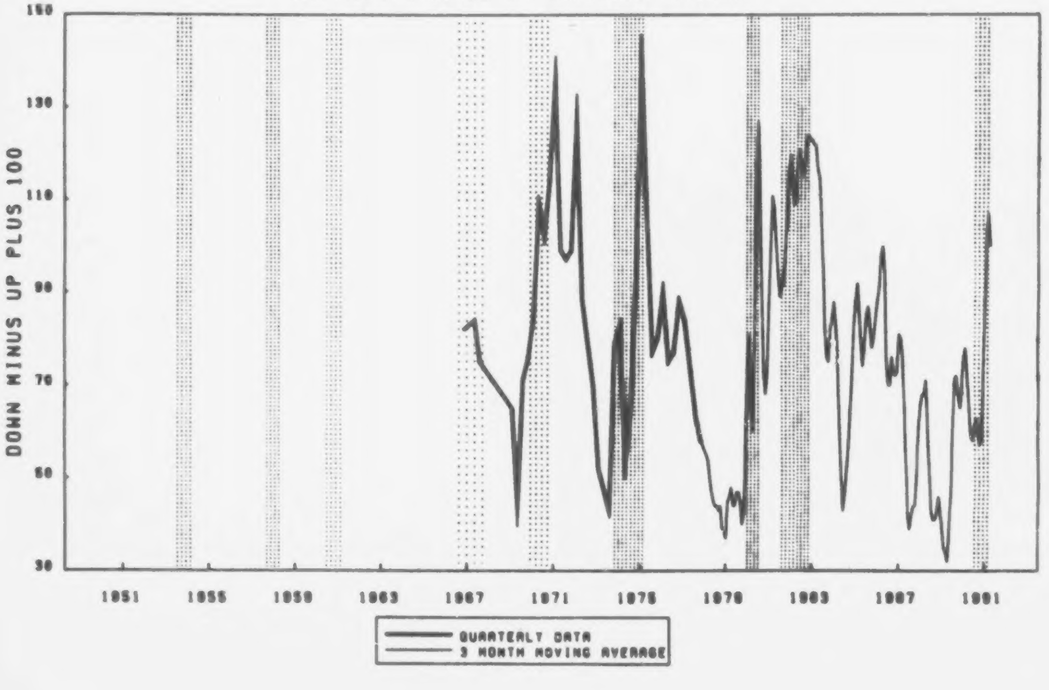


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GO UP	55%	58%	56%	50%	59%	63%	57%	57%	43%	33%	31%	35%	40%
STAY THE SAME	29	30	23	29	20	21	24	20	23	21	23	28	30
GO DOWN	14	10	18	18	19	14	17	21	32	42	43	35	28
DK,NA	2	2	3	3	2	2	2	2	2	4	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

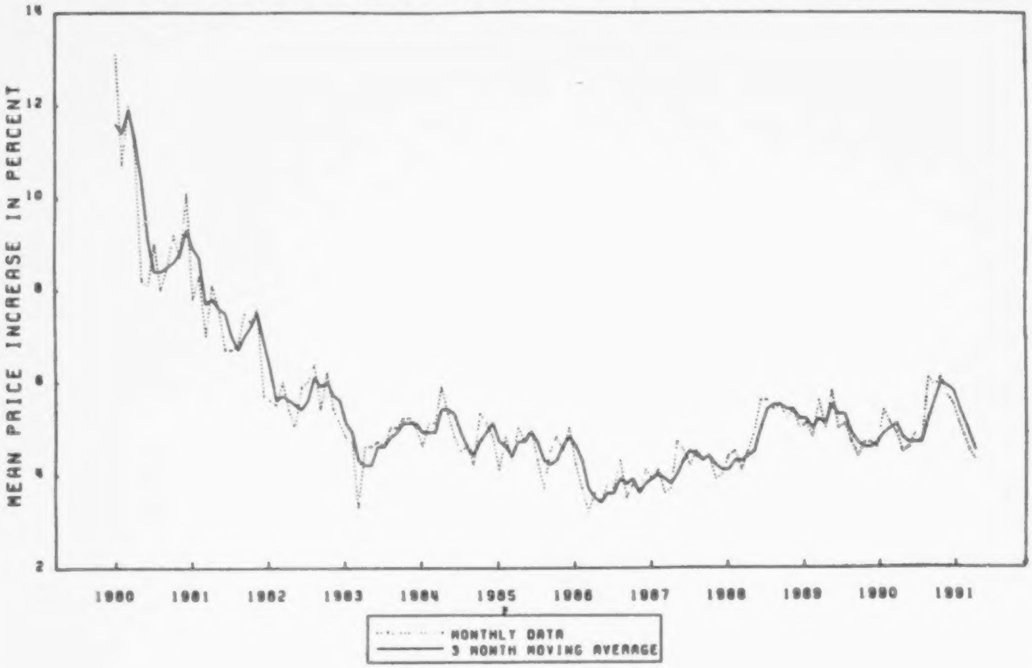


CHART 19 - HISTORICAL SERIES

MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

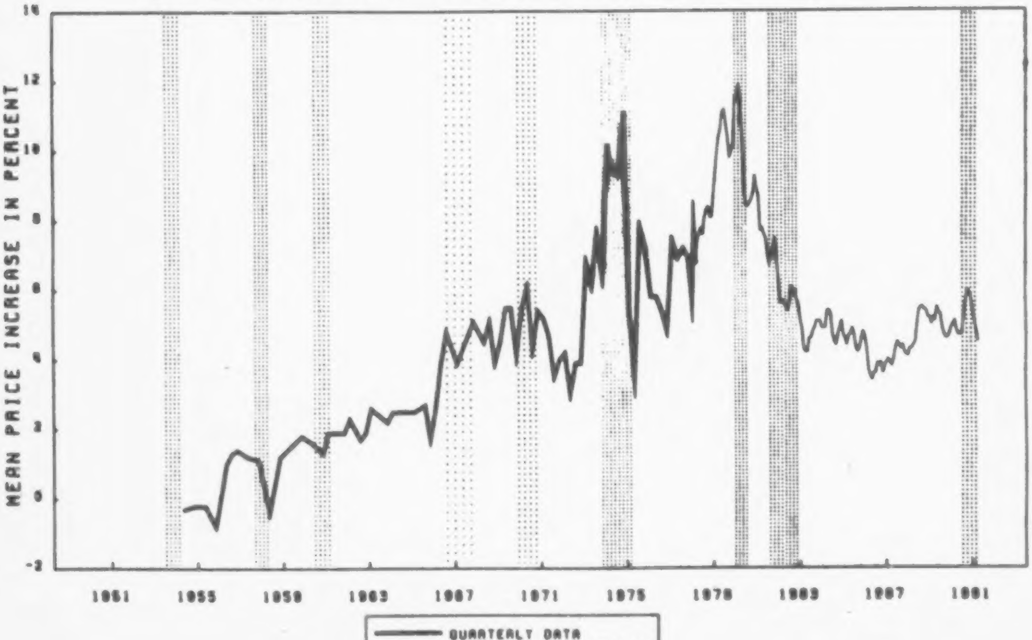


TABLE 19
EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
SAME OR DOWN	11%	11%	11%	11%	9%	9%	10%	14%	18%	21%	25%	27%	25%
WILL GO UP BY:													
1-2%	20	19	18	20	14	15	11	12	11	11	12	14	12
3-4%	24	22	25	24	23	19	18	19	16	19	18	16	22
5%	22	22	24	20	18	21	22	18	21	16	18	19	18
6-9%	7	9	7	6	13	13	13	13	12	10	7	6	7
10-14%	7	8	7	10	11	11	12	14	10	9	9	9	7
15% or more	4	3	4	3	8	7	7	6	7	7	6	5	6
DK how much up	5	6	3	6	4	5	6	4	5	6	4	3	3
DK,NA	*	*	1	*	*	*	1	*	*	1	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.5	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3
VARIANCE	26	30	37	29	48	46	43	43	52	46	52	46	43
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

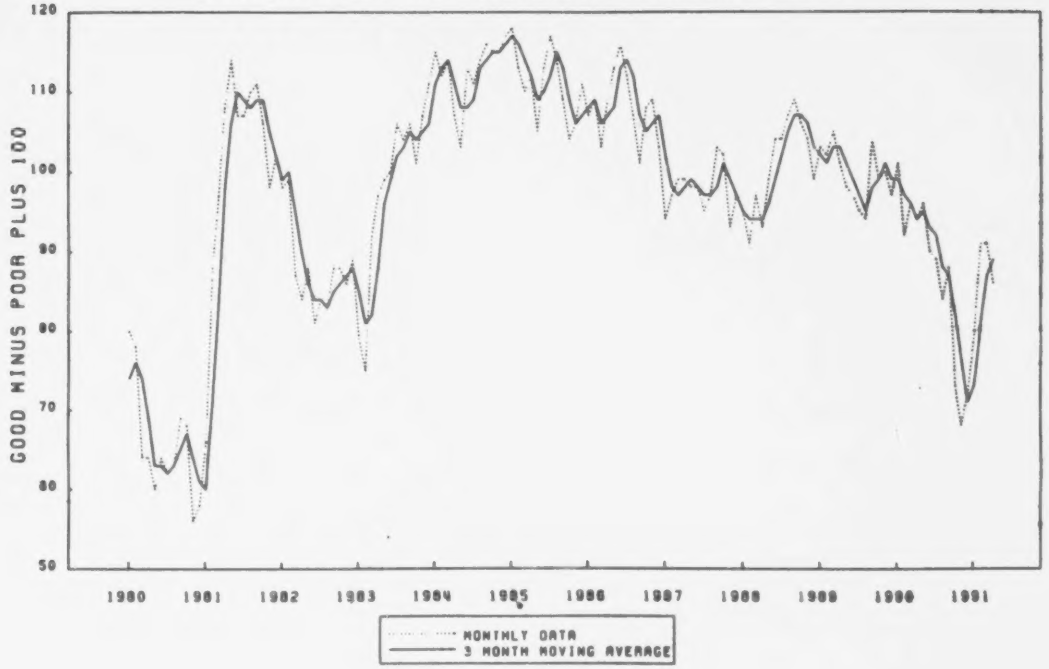


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

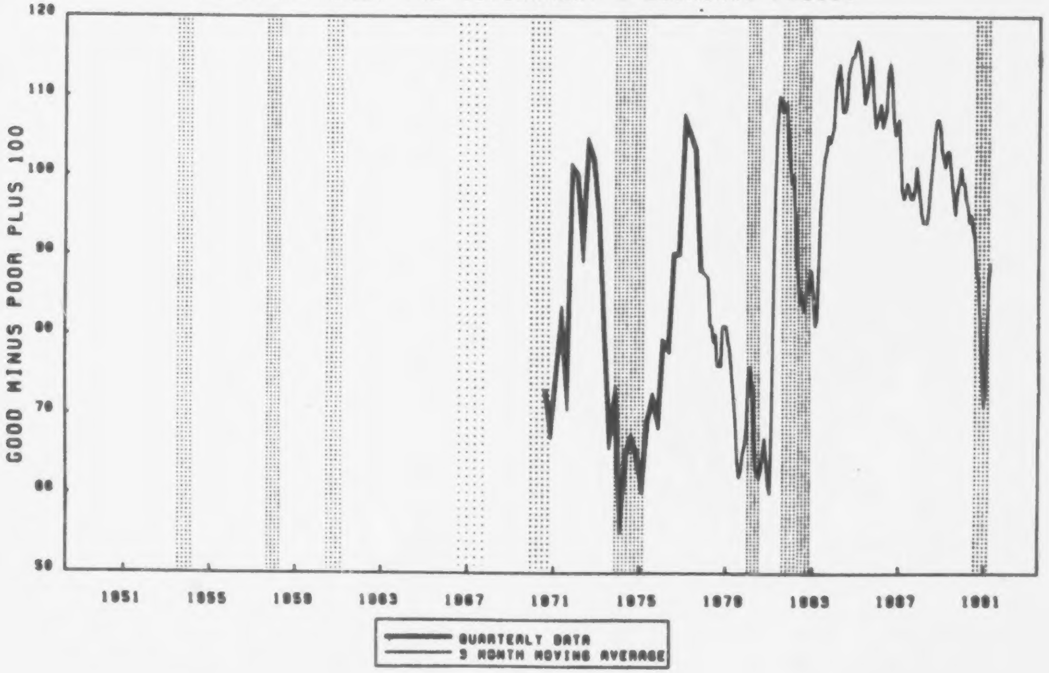


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
A GOOD JOB	17%	19%	16%	16%	15%	14%	11%	8%	10%	11%	15%	18%	11%
ONLY FAIR	59	55	56	56	52	59	49	49	50	58	58	53	61
A POOR JOB	23	23	26	27	31	26	38	40	38	31	24	27	25
DK,NA	1	3	2	1	2	1	2	3	2	*	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

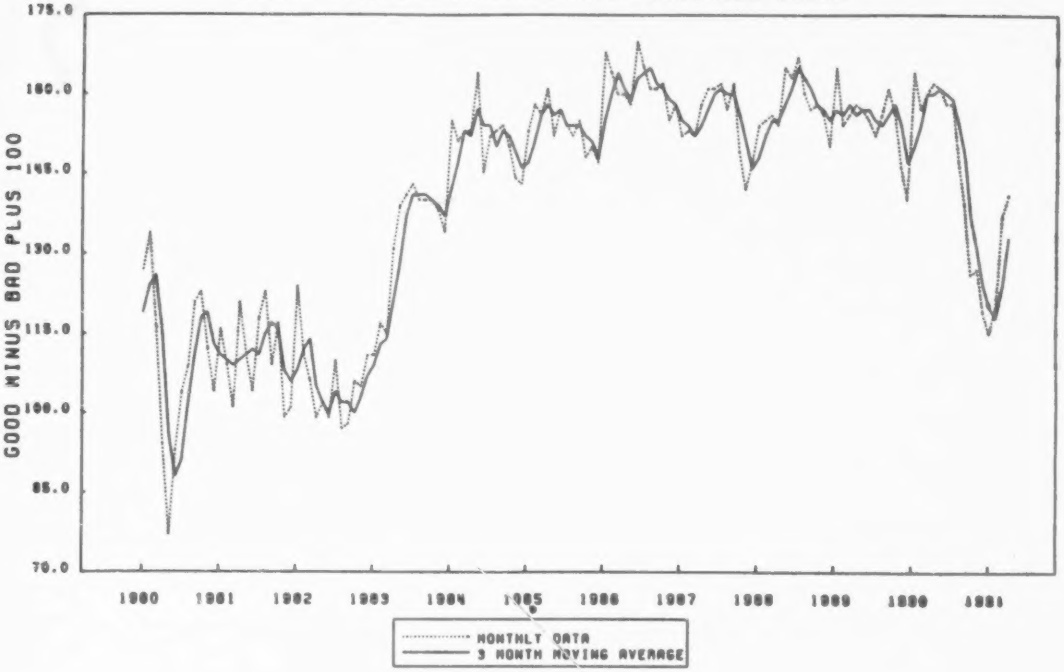


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

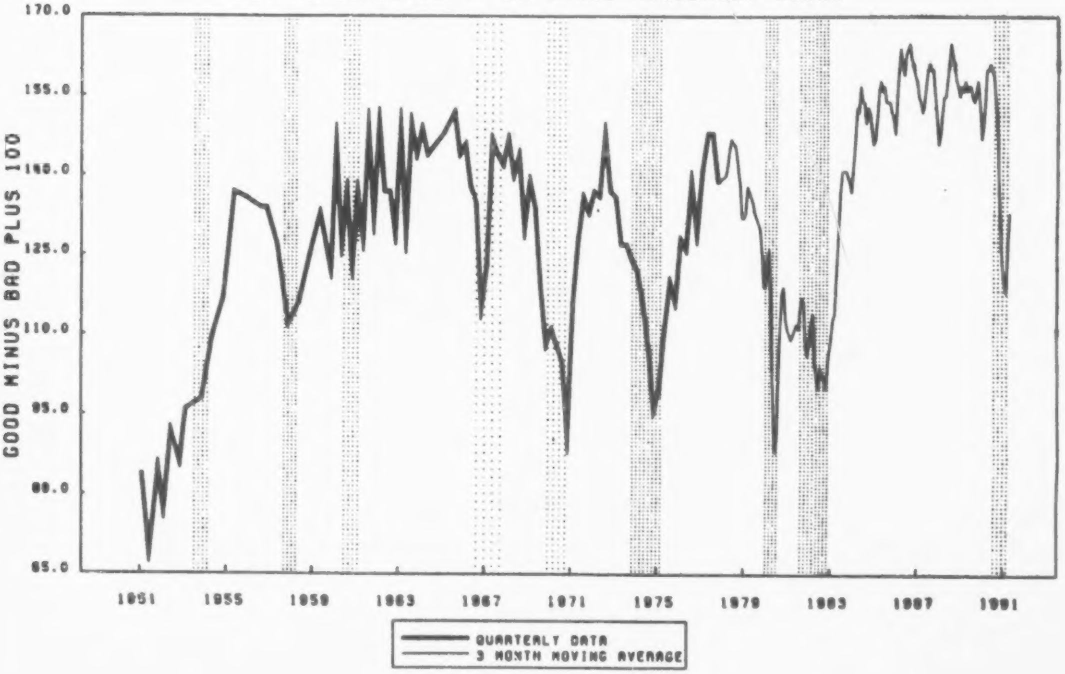


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY	78%	75%	75%	73%	69%	66%	58%	61%	55%	53%	54%	63%	67%
UNCERTAIN, DEPENDS	6	11	8	12	9	7	10	5	9	9	12	11	7
BAD TIME TO BUY	16	14	17	15	22	27	32	34	36	38	34	26	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

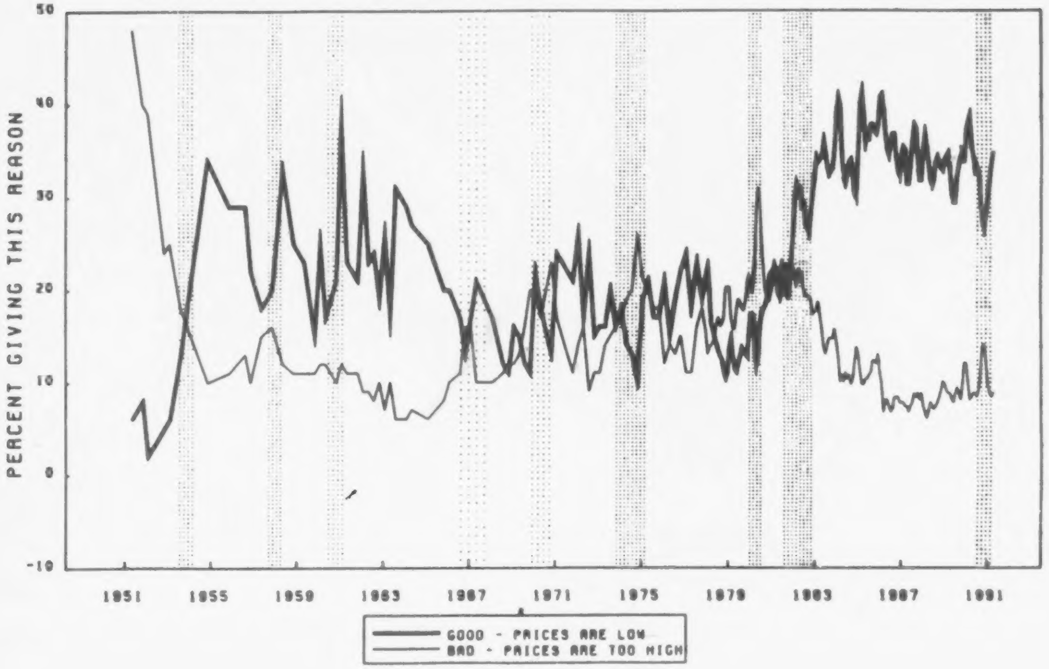


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

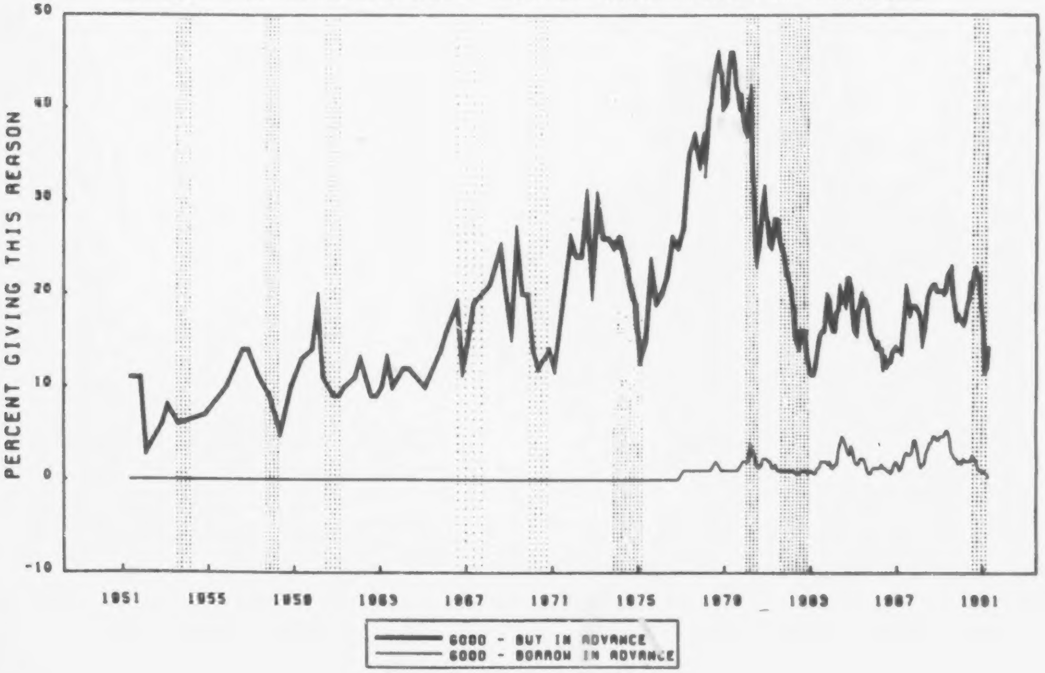


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	35%	32%	31%	37%	30%	26%	26%	27%	30%	31%	33%	36%	35%
Prices won't come down; are going higher	22	18	23	21	23	24	19	23	14	11	10	15	18
Interest rates are low	5	5	6	3	5	3	2	1	3	3	3	7	7
Borrow-in-advance of rising interest rates	1	3	2	3	2	1	1	1	1	1	*	1	*
Times are good; prosperity	4	5	4	3	3	2	2	1	2	1	4	2	4
BAD TIME TO BUY:													
Prices are high	9	9	8	8	11	14	16	12	9	8	9	8	9
Interest rates are high; credit is tight	2	5	3	3	2	5	5	5	6	6	6	5	6
Times are bad; can't afford to buy	4	2	5	3	5	7	8	8	11	10	15	10	10
Bad times ahead; uncertain future	1	3	2	3	7	8	11	13	17	19	13	8	9

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

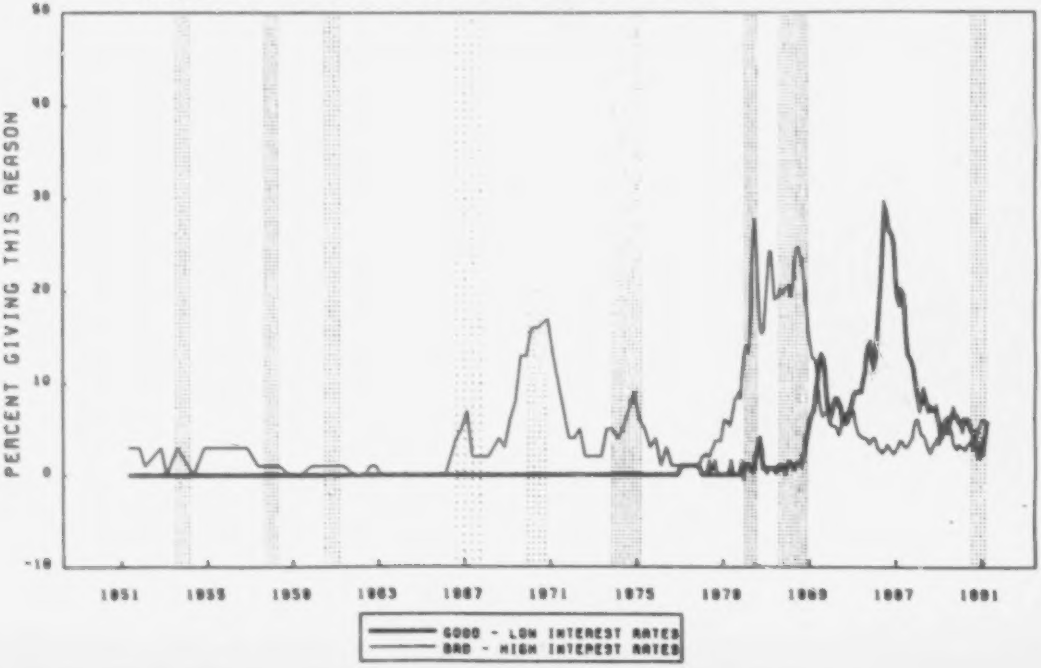


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

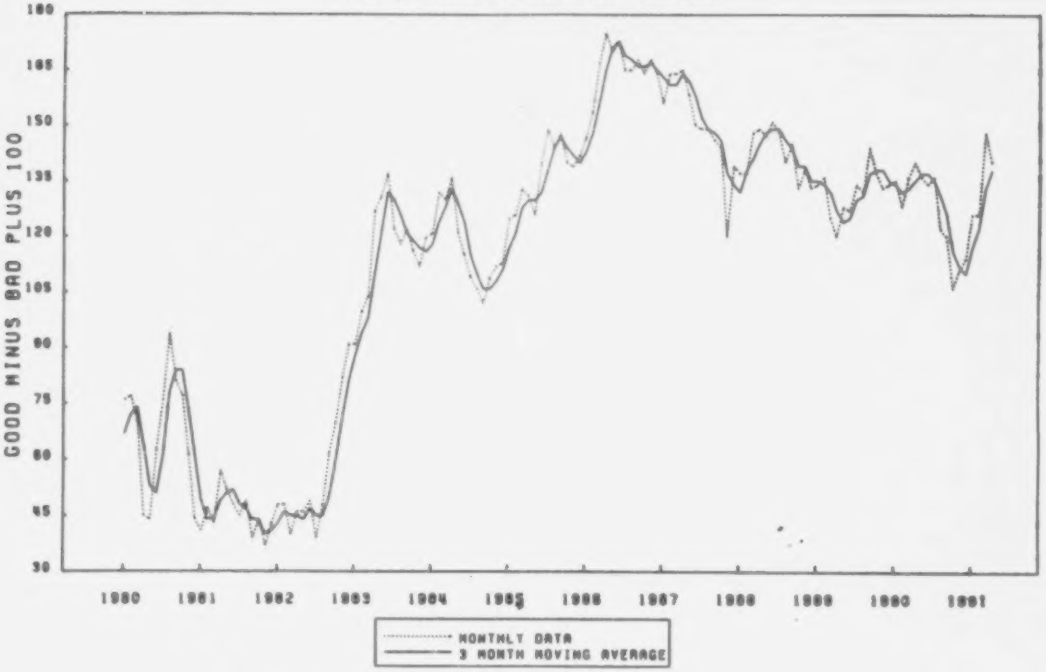


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

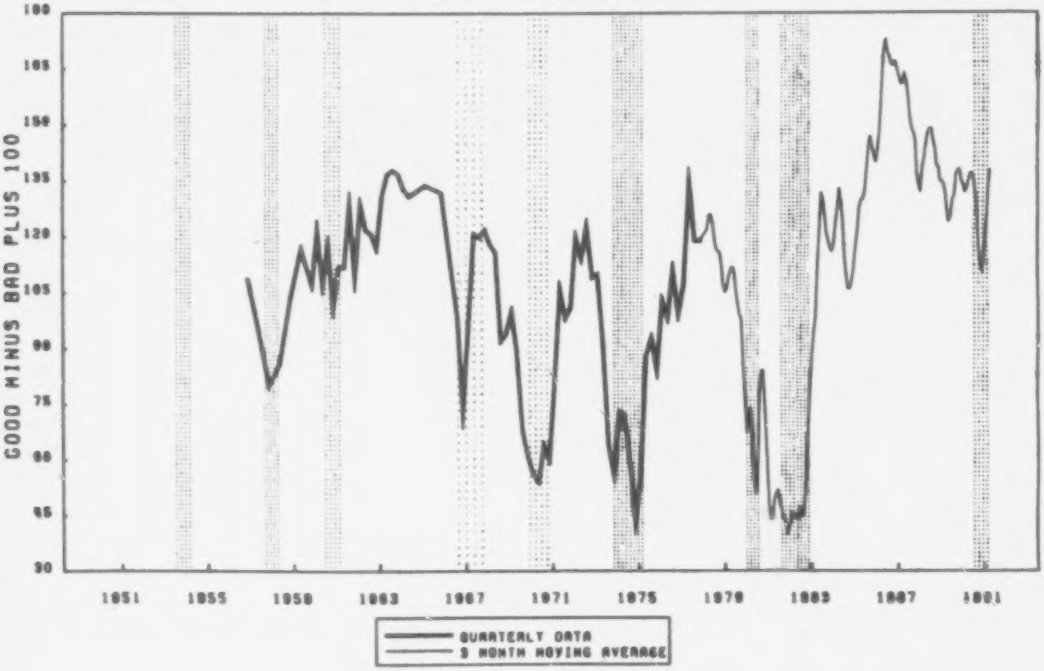


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY	68%	66%	65%	66%	59%	58%	50%	54%	55%	61%	61%	73%	67%
UNCERTAIN, DEPENDS	4	4	4	4	4	4	6	3	4	4	4	2	6
BAD TIME TO BUY	28	30	31	30	37	38	44	43	41	35	35	25	27
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

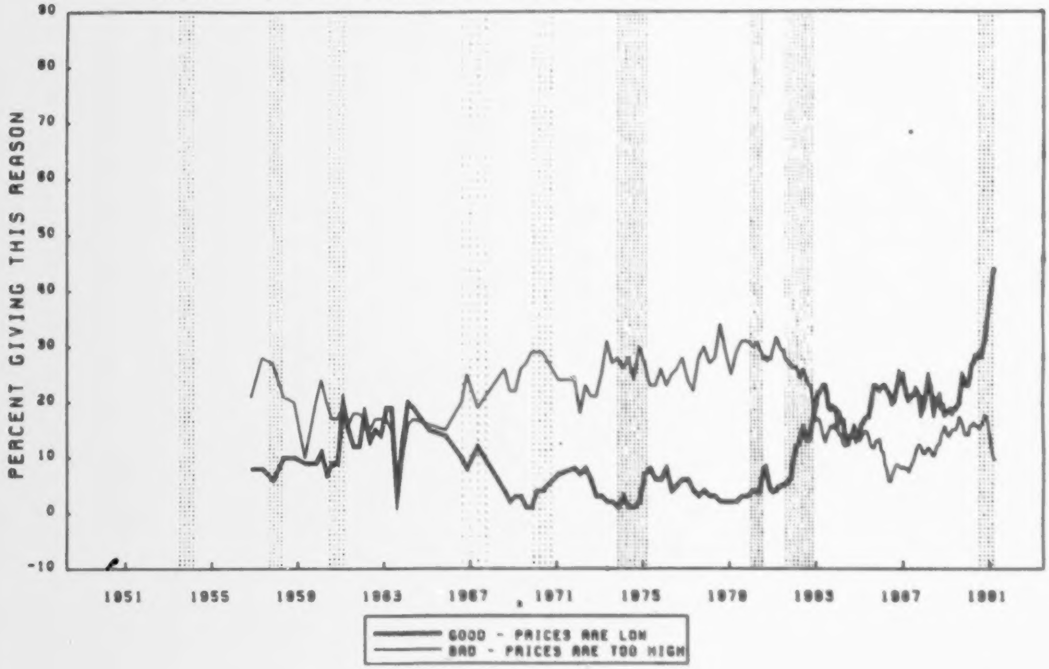


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

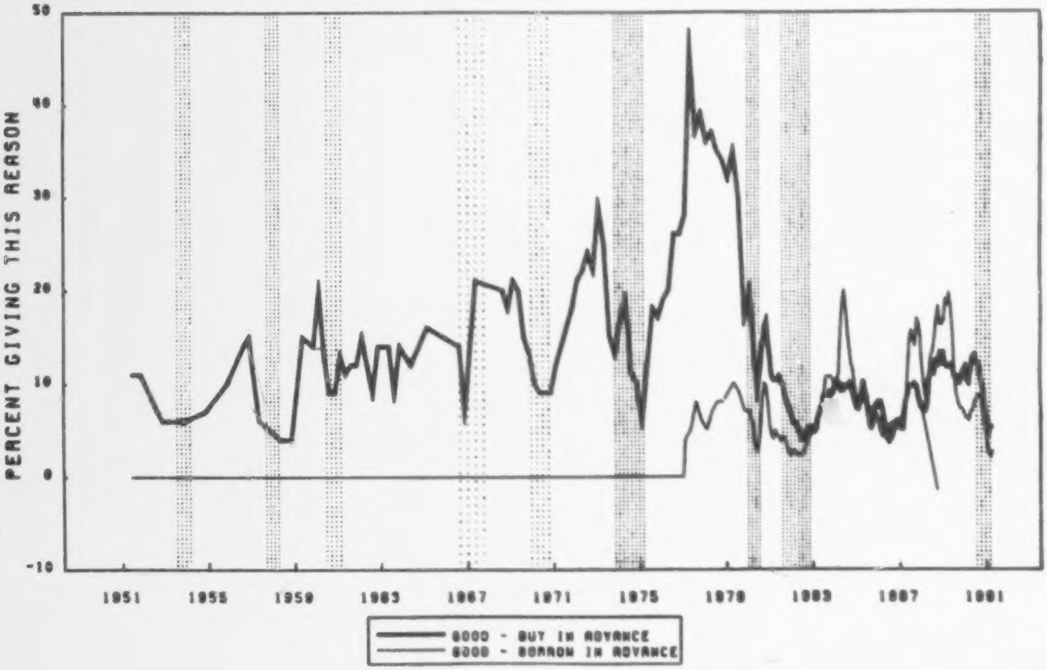


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	27%	29%	28%	29%	28%	30%	34%	34%	38%	42%	39%	49%	44%
Prices won't come down; are going higher	14	13	12	12	12	11	7	9	5	4	5	7	4
Interest rates are low	25	17	24	24	21	15	11	13	17	31	31	43	43
Borrow-in-advance of rising interest rates	7	8	9	8	9	9	6	5	4	1	2	3	3
Good investment	9	7	9	6	5	7	3	6	3	4	4	3	3
Times are good; prosperity	5	4	1	2	2	1	1	1	1	1	1	2	2
BAD TIME TO BUY:													
Prices are high	16	16	15	14	18	17	18	17	13	11	9	9	11
Interest rates are high; credit is tight	14	14	19	19	20	22	22	20	20	14	12	8	8
Times are bad; can't afford to buy	7	6	4	4	8	7	10	10	10	10	11	11	15
Bad times ahead; uncertain future	1	2	5	1	6	4	12	12	11	10	12	5	4

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

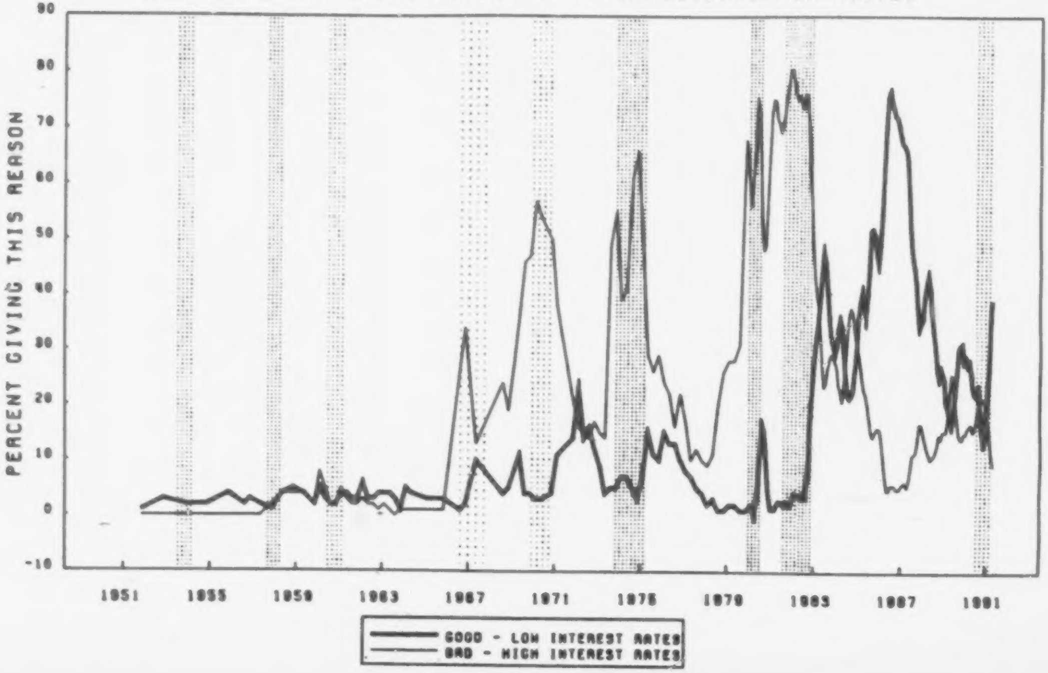


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

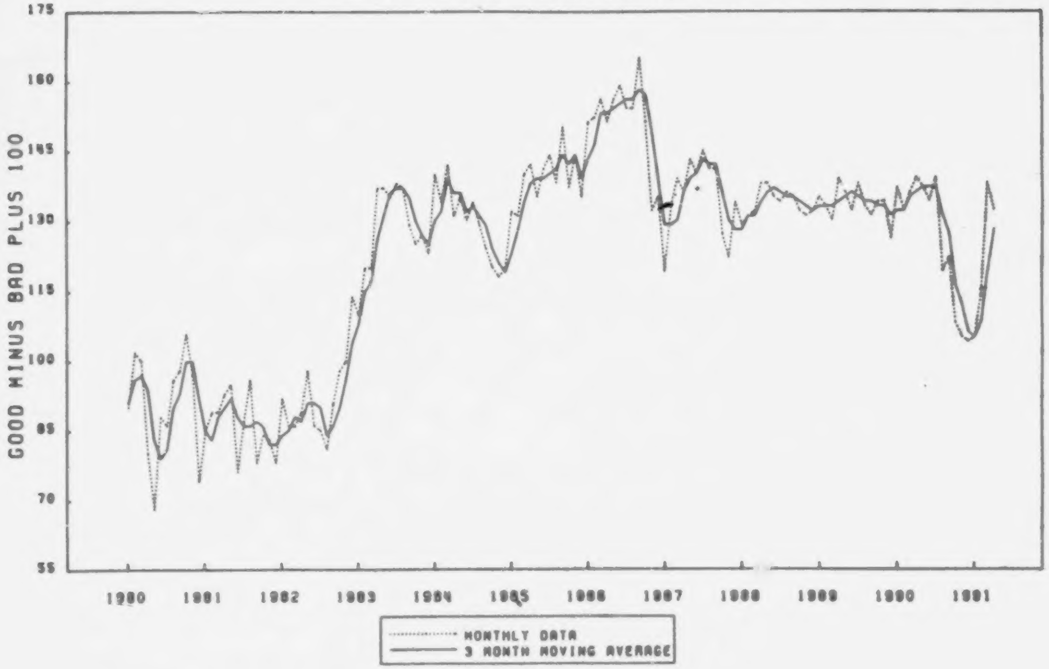


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

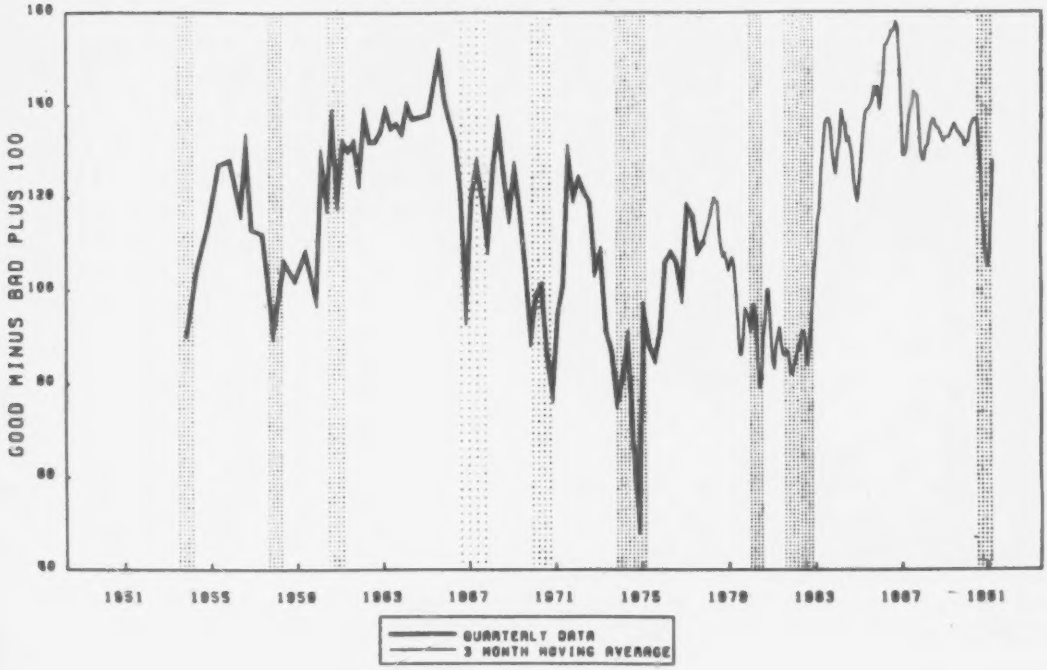


TABLE 25

BUYING CONDITIONS FOR CARS

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY	66%	64%	63%	65%	57%	59%	50%	50%	47%	48%	53%	66%	63%
UNCERTAIN; DEPENDS	7	9	8	9	5	4	8	5	10	9	8	6	6
BAD TIME TO BUY	27	27	29	26	38	37	42	45	43	43	39	28	31
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	504	500	500	500	502	503	501	504	531	504	504	501

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

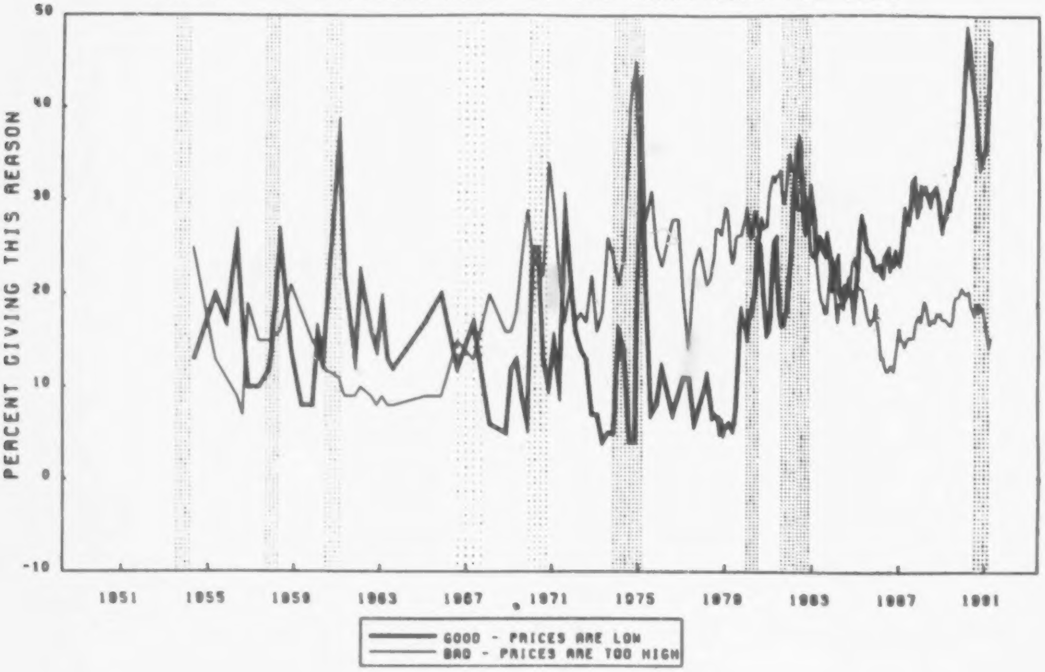


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

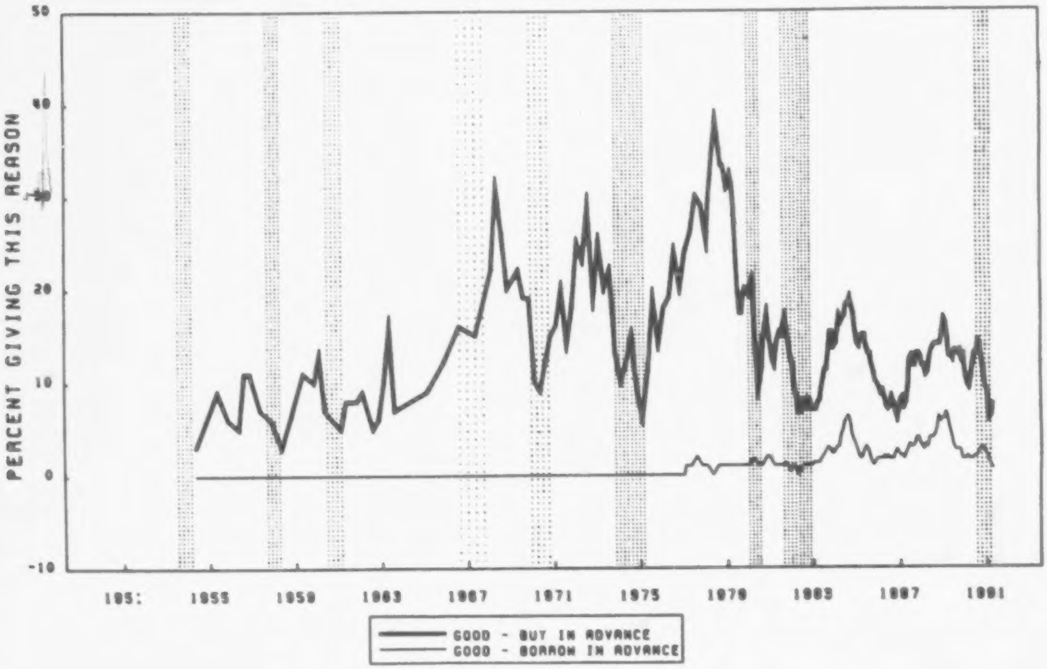
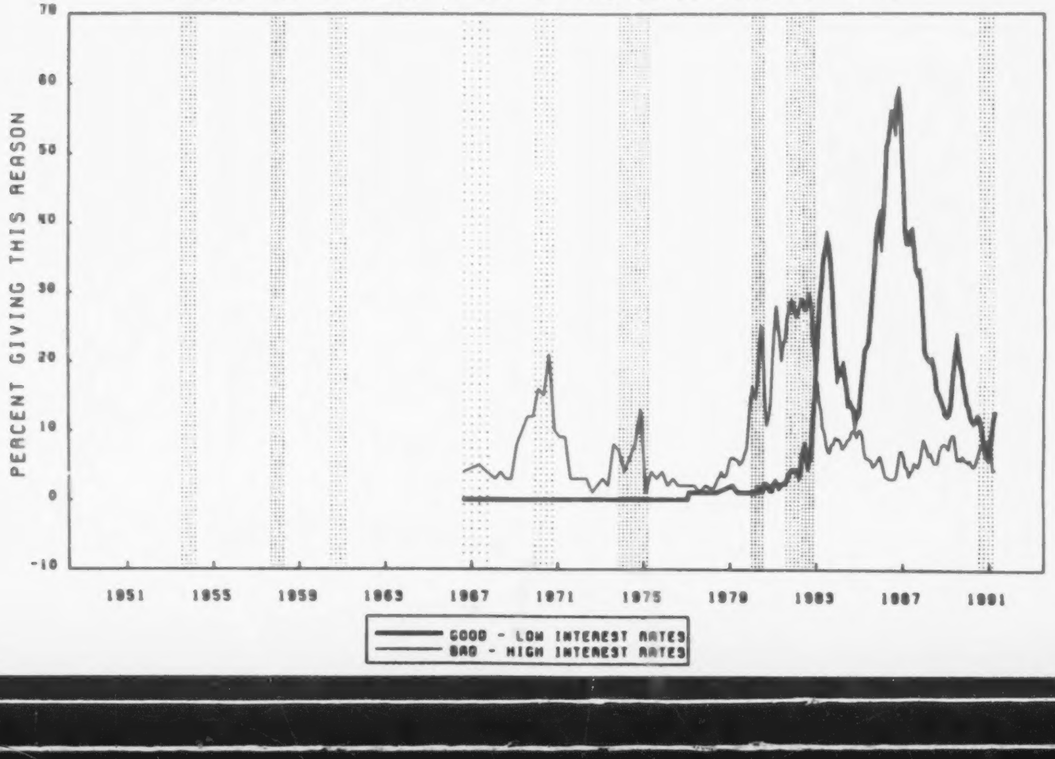


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Apr. 1990	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	45%	41%	41%	41%	32%	34%	35%	34%	36%	36%	43%	48%	51%
Prices won't come down; are going higher	13	12	14	13	16	13	8	13	7	7	4	8	11
Interest rates are low	11	12	13	10	9	9	5	5	8	9	10	16	12
Borrow-in-advance of rising interest rates	2	2	2	2	3	3	3	2	2	2	*	1	1
Times are good; prosperity	2	1	2	2	1	1	1	1	1	2	1	2	1
New fuel efficient models	1	1	*	*	1	4	2	1	1	1	1	1	*
BAD TIME TO BUY:													
Prices are high	18	17	20	16	21	17	19	19	17	15	14	14	18
Interest rates are high; credit is tight	4	7	7	7	9	7	8	10	7	6	4	3	6
Times are bad; can't afford to buy	4	2	3	5	3	4	8	6	7	11	11	9	11
Bad times ahead; uncertain future	2	2	3	1	6	5	10	10	13	12	10	4	4
Price of gas; shortages	*	*	1	*	5	10	12	7	7	5	5	1	*
Poor selection; quality	2	3	4	3	3	3	4	4	2	2	3	3	2

Responses to the query: "Why do you say so?" following the question on Table 25.
+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

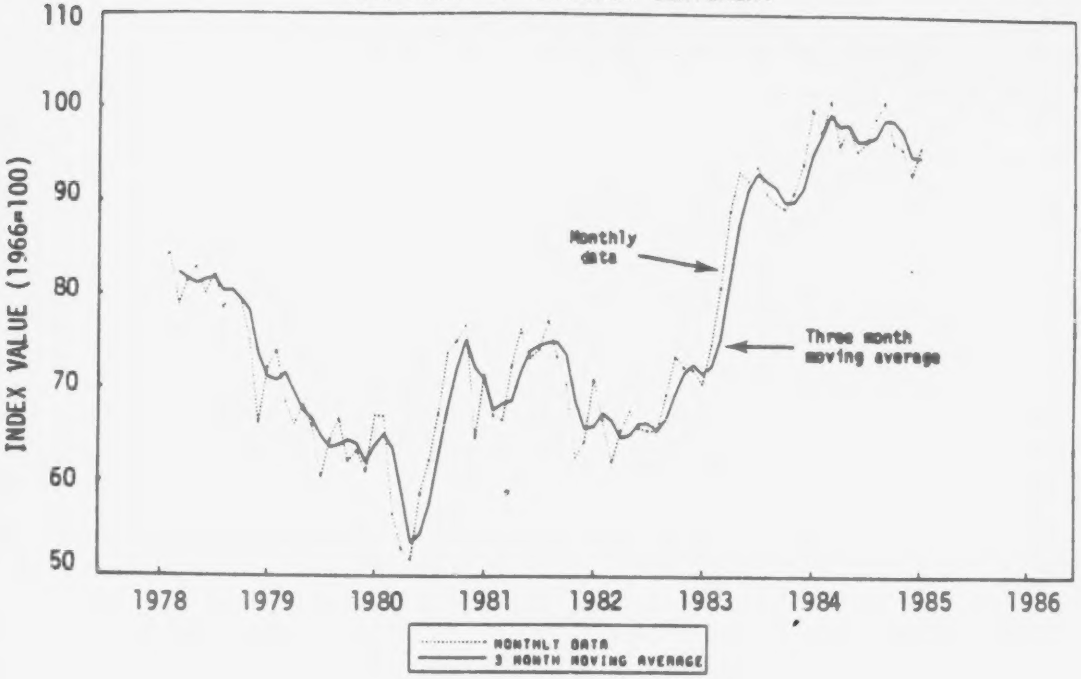
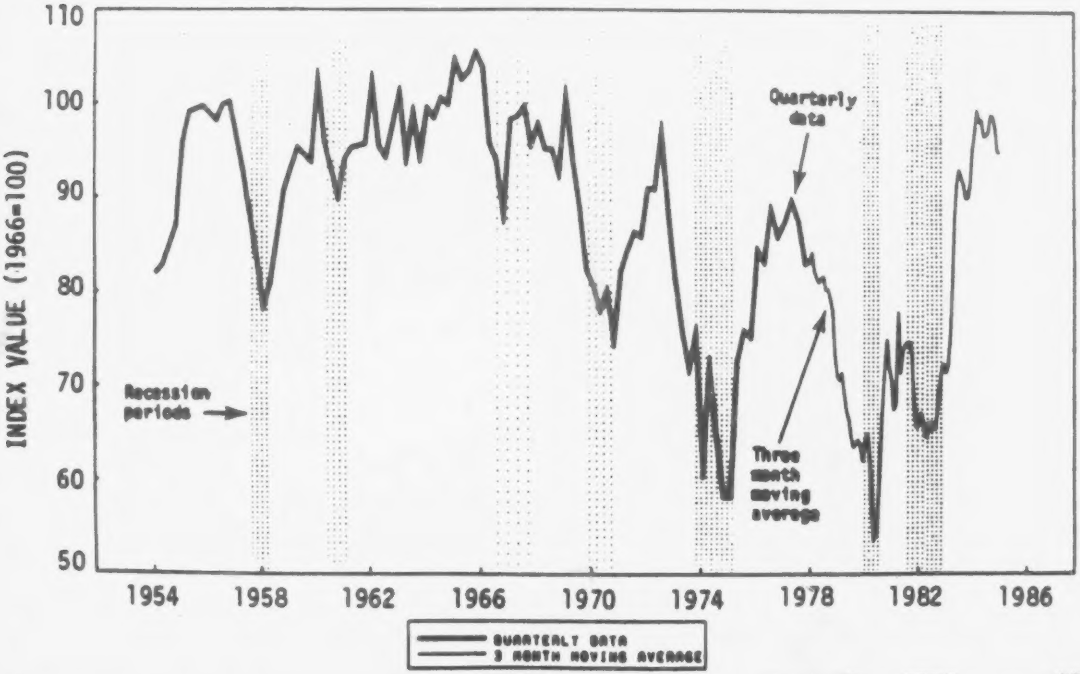


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982
July 1991

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

May 1991 Monthly Survey

June 11, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

SLOWER PACE OF RECOVERY EXPECTED
LAGGING INCOMES CURTAIL ABILITY TO BUY

Index Slips

The Index of Consumer Sentiment slipped to 78.3 in the May 1991 survey, from 81.8 one month earlier and 87.7 in March. While the March surge and the April retreat certainly resulted from the fleeting impact of euphoria, the continued May sag suggests a growing recognition among consumers that the road to full recovery will be long and the pace of improvement slow.

The May decline reflected a diminished outlook for the pace of the economic recovery during the year ahead. Lagging incomes continue to limit consumers' ability to buy, resulting in the weakening buying attitudes toward large household durables and vehicles, while home buying conditions improved slightly, supported by lower mortgage rates.

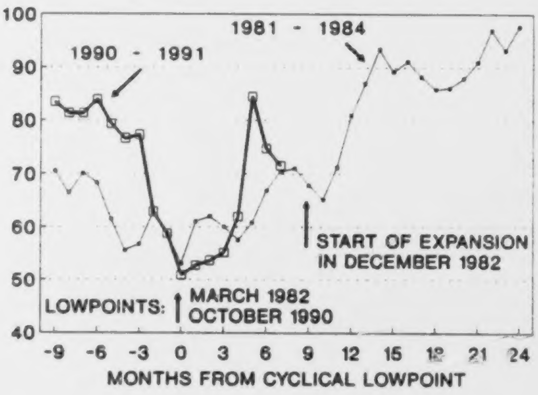
The largest declines in the Index of Consumer Sentiment were recorded among residents of the Midwest (76.6 in May, down from 85.2 in April), followed by the Northeast (73.5, down from 78.8). In contrast, very little change was recorded among residents of the Southern region (79.0 in May, from 79.9 in April), or in the West (84.0 in May, from 83.5 in April).

Leading Indicator

The Index of Consumer Expectations fell to 71.5 in the May 1991 survey, from 74.7 one month earlier and 84.5 in March. The recent losses amount to about half of the post-war surge, leaving the Expectations Index still well above the 62.0 recorded in February 1991 and the October 1990 low of 50.9.

Despite the evaporation of the initial euphoria, the Expectations Index remains on an upward trend, at a pace comparable to the rate of improvement recorded prior to the start of the last recovery. As shown in the chart below, the Expectations Index reached a low nine months prior to the start of the last expansion. Overall, the recent trends remain consistent with the start of a recovery during the third quarter of 1991.

Index of Consumer Expectations



Slower Pace of Improvement Expected

Consumers continued to view the economy in recession in the May 1991 survey by a wide margin. Among all families, 72 percent thought that the national economy had worsened during the past year.

Despite this widespread view of the current state of the economy, consumers were more likely to expect the economy to improve rather than worsen during the year ahead by more than a two-to-one margin in the May 1991 survey. This represents a substantial turnaround from last Fall, with the proportion that now expect the economy to improve more than tripled the September 1990 low.

It has not been that consumers have changed their view during the past few months that the economy would improve, but they have revised downward the rate and extent of that expected improvement. Just 34 percent of all households in the May survey expected the reestablishment of good times financially in the economy during the year ahead, down from 40 percent in April and 48 percent in March. Despite these declines, the overall trend is still tracking upward, with nearly three times as many households expecting good times financially in the economy as a whole in May as at the end of 1990.

Unemployment Expected Persist at High Levels

Concerns that the national unemployment rate will remain at high levels during the year ahead continued to be expressed by the majority of consumers. Most consumers in the May 1991 survey expected the national unemployment rate to either remain at it current high level (44 percent) or to increase further during the year ahead (43 percent). Just 12 percent expected the unemployment rate to decline during the year ahead.

The recent trends in unemployment expectations indicate a movement toward the view that unemployment is nearing its cyclical peak, but not that it will soon decline. Indeed, throughout 1990 and thus far in 1991, there has been little change in the proportion of families that expected declines in the national unemployment rate. Rather, the change has been focused on the extent of expected increases in unemployment.

During the last half of 1990, the proportion of households that expected increases in unemployment rose rapidly (from 37 percent in July to 60 percent in December), while the proportion that expected an unchanged rate fell (from 54 percent in July to 34 percent in December). Thus far in 1991, the reverse has been true: those expecting further increases has fallen substantially (from 62 percent in January to 43 percent in May), while the proportion that expected no change in the unemployment rate rose (to 44 from 29 percent).

Inflation Expectations

Consumers expected an annual inflation rate of 4.6% in May 1991, up slightly from the three-year low of 4.3% recorded in April. Following repeated declines from the high of 6.1% recorded nine months ago, inflation expectations appear to have stabilized at levels comparable to those recorded prior to the Persian Gulf crisis.

Interest Rate Outlook Improves

In the May 1991 survey, as many consumers expected interest rates to decline as increase during the year ahead (33 percent). This represented a small improvement over the month earlier reading, although it was insufficient to regain all of the ground lost since the start of the year when 42 percent expected declines. Overall, interest rate expectations were much more favorable in May 1991 than last Fall or Spring, when approximately five times as many families expected increases as decreases.

Personal Finances Strained By Lagging Incomes

Consumers' evaluations of their personal financial situation have showed very little change during the past nine months. Among all families in the May 1991 survey, nearly as many families reported that their financial situation had improved as worsened (36 versus 34 percent). Income declines were reported by 22 percent of all households in May 1991, unchanged from one month earlier, and substantially above the 12 percent recorded one year earlier. In addition, complaints that rising prices had reduced living standards rose to 19 percent in May 1991, after falling to a low of 14 percent at the start of the year.

Consumers view their financial prospects for the year ahead in more positive terms. Among all families in the May 1991 survey, 37 percent expected their financial situation to improve during the year ahead, up from a low of 26 percent in December 1990, and the highest proportion recorded since last May. Nonetheless, consumers' reports of the expected size of the increase in household incomes were very small, indicating that the overall improvement they anticipated for the year ahead in their financial situation will be marginal.

Household Durables Purchases Limited by Lagging Incomes

The May 1991 survey recorded declines in the proportion of families that held favorable attitudes toward buying conditions for furniture, appliances, and home electronic goods. Among all families, 61 percent voiced favorable attitudes in the May survey toward buying conditions for large household durables, down from 67 percent one month earlier and 63 percent two months earlier. Although the proportion holding favorable buying attitudes toward large household durables was above the low of 53 percent recorded at the start of the year, they remained well below the year earlier reading of 75 percent.

Despite the fact that references to price discounts on household durables remained frequent, it was consumer references to their ability to buy, not market prices that led to their more cautious spending views.

Prospects for Home Sales Brighten

Attitudes toward buying conditions for homes were more favorable in the May 1991 survey than any time during the past year. Among all families, 74 percent thought home buying conditions were favorable in May, up sharply from the October 1990 low of 50 percent. Most of the improvement, however, was recorded from October 1990 to March 1991, with little further change since then.

The improving trend has been due to more favorable perceptions of home prices as well as lower mortgage interest rates. Lower home prices were mentioned by 49 percent of all families in the May 1991 survey, tieing the all-time record first set in March of 1991. In comparison, just 9 percent registered complaints about high or rising home prices.

Lower mortgage interest rates were mentioned by 40 percent of all families in the May 1991 survey, just below the 43 percent recorded in the prior two months, but substantially above the October 1990 low of 11 percent.

Vehicle Buying On Hold: Waiting for Discounts

Following rapid gains at the start of the year, favorable vehicle buying attitudes have slipped during the past two months. The recent sag has been due to the continued absence of the type of deep discounting that is widely anticipated by consumers, as well as to stubbornly high interest rates on vehicle loans. Given that lagging incomes has limited consumers ability to buy, it has been these price and interest rate concerns that have been decisive in consumers' judgements of the affordability of these purchases.

The proportion holding favorable attitudes toward buying conditions for vehicles fell to 61 percent in the May 1991 survey, from 63 percent one month earlier and 66 percent two months ago. This small decline only partially reversed the rapid gains recorded at the start of the year, when favorable vehicle buying attitudes rose from 47 percent in December 1990 to 66 percent in March 1991.

The small recent loss, as well as much of the remaining strength in vehicle buying attitudes is contingent on the availability of price discounts. Among all families in the May 1991 survey, 46 percent mentioned that they expected the availability of deep price discounts during the year ahead, down from the all-time peak of 51 percent recorded one month earlier. Thus far, however, consumers see few signs of the return of substantial discounts. Indeed, the proportion of families that referred to high vehicle prices rose to 19 percent in May 1991 from a low of 14 percent three months earlier.

In sharp contrast to mortgage interest rates, interest rates on vehicle loans have not shown comparable declines. Among all families in the May 1991 survey, 16 percent mentioned lower interest rates on vehicle loans, only marginally higher than the 12 percent recorded both one month and one year earlier. Federal Reserve Board data indicate that the interest rates charged on new vehicle loans by finance companies actually increased to 13.2% in the first quarter of 1991 from 12.7% in the first quarter of 1990, while interest rates charged by commercial banks on new vehicle loans declined marginally to 11.6% in the first quarter of 1991 from 11.8% a year earlier.

Buy American--Except When Import Prices are Lower or Quality Better

The Persian Gulf war has had no overall impact on consumers' predisposition to buy products made in this country. The May 1991 survey repeated questions originally asked in 1981 about consumers' preferences to purchase products made in this country rather than products made in another country.

At the most general level--without reference to product prices or quality--it should be no surprise that most American consumers voiced a distinct preference for domestic-made products. Among all families, 60 percent indicated a general preference to buy domestic products in the 1991 survey, insignificantly above the 58 percent recorded in 1981 (see the table below). Very few consumers in either survey voiced a preference for products made in another country (4 percent in both 1991 and 1981). About a third of all families in both years replied that they had no overall preference, with their purchase depending on the type of product and price and quality differences.

Buying Preferences for Domestic Versus Foreign-Made Products

Preference for Products made in:	1981	1991
This country	58%	60%
Another country	4%	4%
No difference	38%	36%
Total	100%	100%

The vast majority of consumers that indicated a preference for products made in this country explained their views by references to patriotic motives in both years. Helping the domestic economy was seen as the primary reason to buy domestic goods.

Price and quality considerations were more frequently mentioned by respondents that were indifferent to the country in which the products were made or indicated a preference for imported products. Interestingly, the 1991 data indicated more frequent mentions of quality compared with price considerations among these respondents than was true in 1981.

Reasons Given for Country Preferences

	Preference for Products made in:					
	This Country		Another Country		No Difference; Depends	
Reasons	1981	1991	1981	1991	1981	1991
Patriotic	91%	93%	--	--	--	--
Cost	16%	3%	82%	48%	27%	32%
Quality	17%	22%	25%	71%	41%	51%
Type of Product	--	--	--	--	20%	16%

Note: Columns may add to more than 100% because of multiple mentions.

Consumers that indicated an overall preference for products made in this country were asked if they would alter their buying preferences if prices and product quality differed between domestic and foreign-made products. Of the 60 percent that initially favored buying domestic products, less than half would still favor buying domestic products if they were priced higher than similar foreign-made products. Consumers were even more responsive to quality considerations: the initial 60 percent was reduced to just 17 percent that would buy domestic made products regardless of quality differences.

Combining price and quality considerations, the initial appeal of domestic-made products was reduced from 60 percent to just 14 percent of all households. These results were nearly identical for both the 1981 and 1991 surveys.

As a consequence, the majority preference for domestic-made products only holds when product price and quality are similar. When foreign-made products cost less or have better quality, social principle yields to economic self-interest.

Consumer Reactions to Price And Quality Differences

	1981	1991
Percent Preferring Product Made in this Country	58%	60%
Reactions to Price Differences		
Buy domestic regardless of price	26%	28%
Buy foreign if price lower	27%	29%
Depends	5%	3%
Reactions to Quality Differences		
Buy domestic regardless of quality	17%	17%
Buy foreign if quality better	37%	38%
Depends	4%	5%
Reactions to Price and Quality		
Buy domestic regardless or price or quality	14%	14%
Buy foreign if price lower or quality higher	40%	41%
Depends	4%	5%

* * *

The May 1991 survey included 500 completed interviews conducted between May 1st and May 29, 1991.

U7475-2

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

MAY 1991

The May 1991 survey was the 274th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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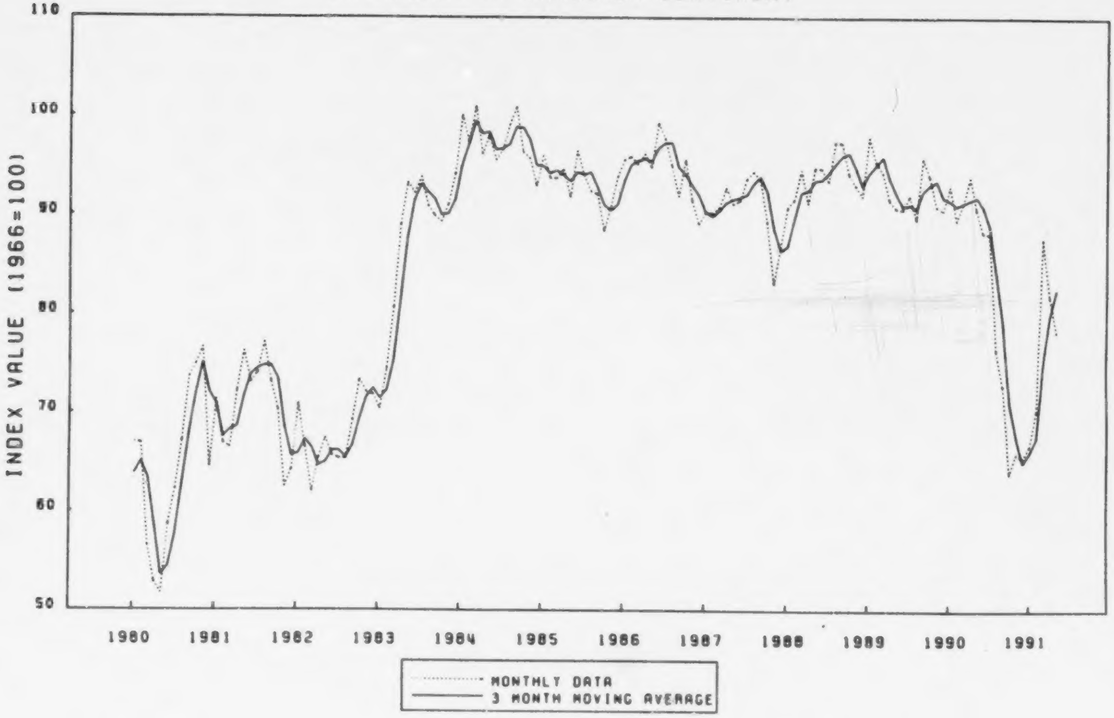


CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

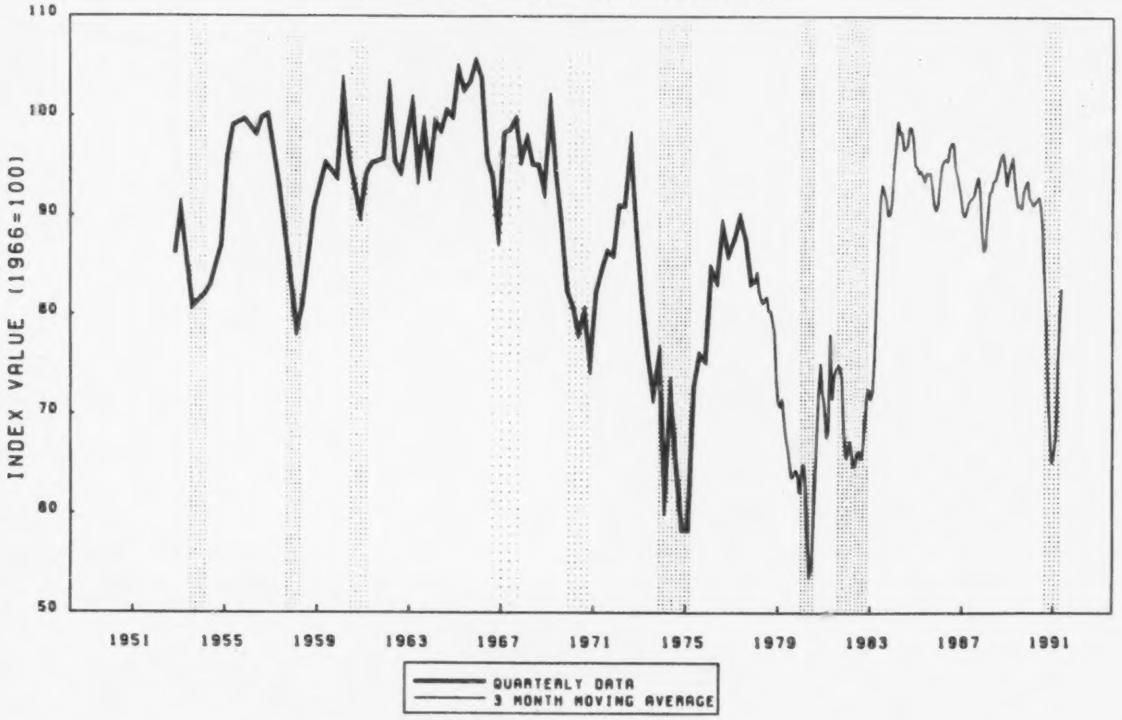


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
May	1988	94.8	106.6	108.3
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3
April	1991	81.8	91.0	91.0
May	1991	78.3	84.3	86.7

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

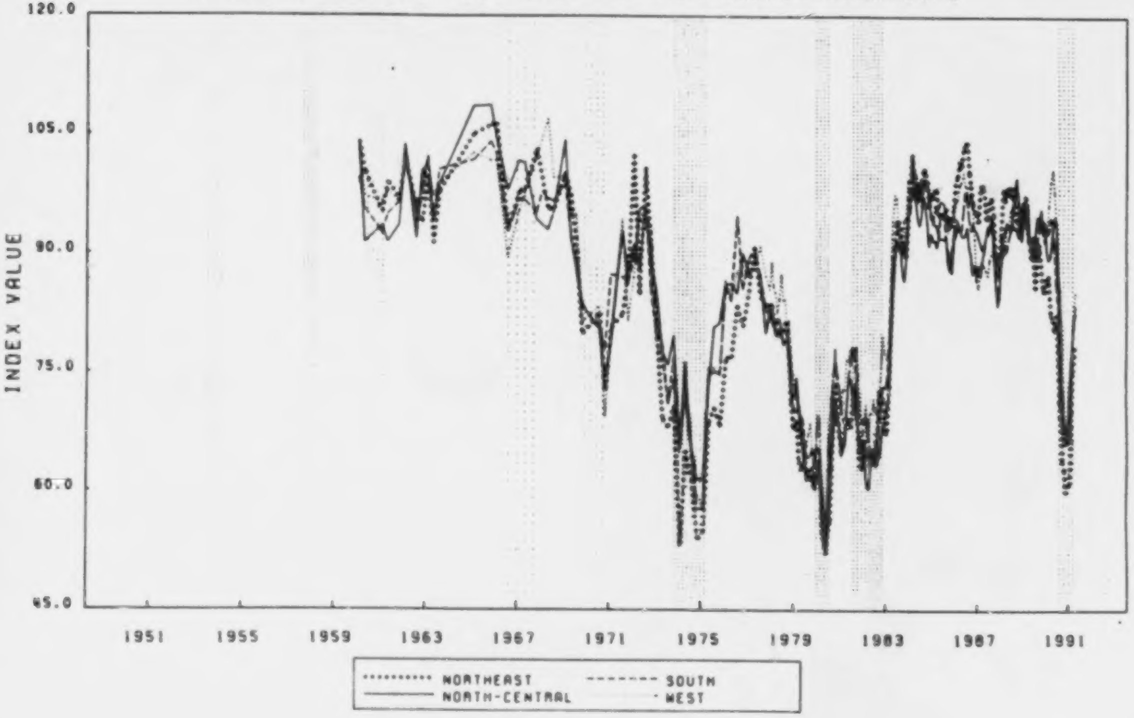


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

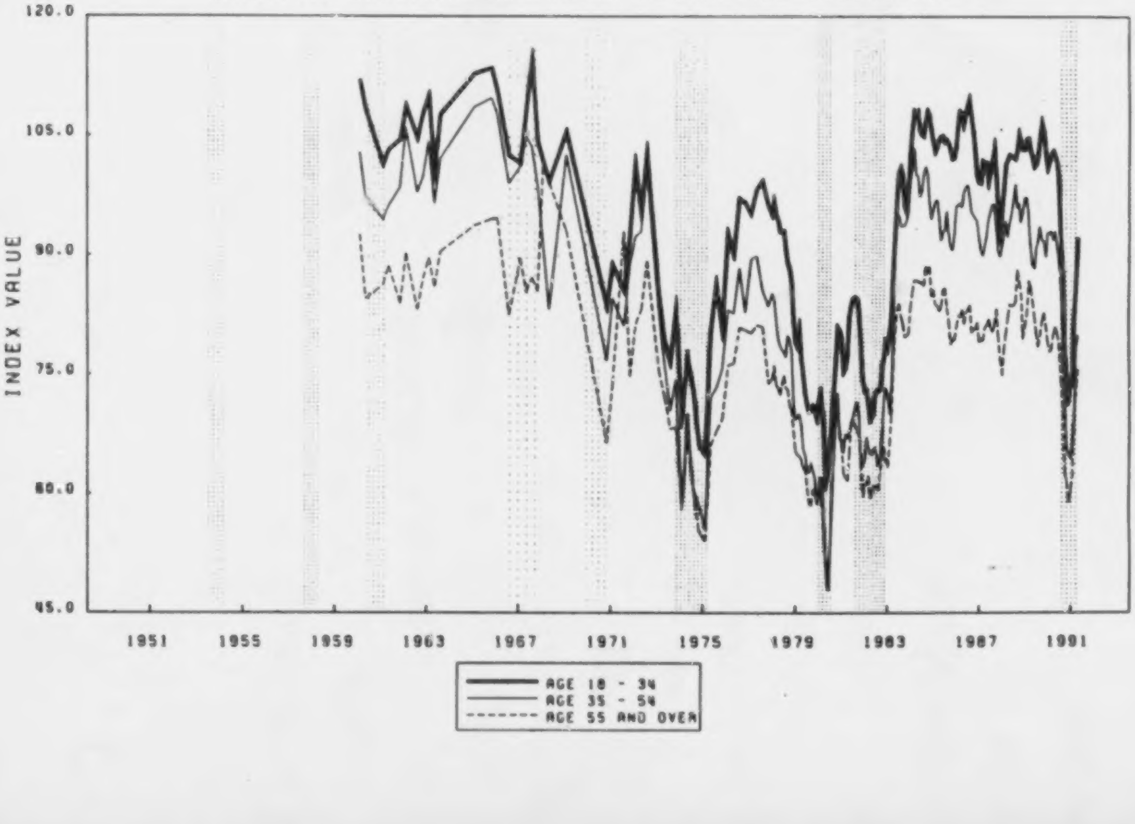


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

		CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY		North East	North Central	South	West	18-34	35-54	55+
May	1988	99.1	95.5	91.1	97.3	104.2	95.4	84.7
June	1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December	1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January	1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February	1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March	1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April	1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1
May	1991	73.5	76.6	79.0	84.0	89.4	73.9	72.1

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

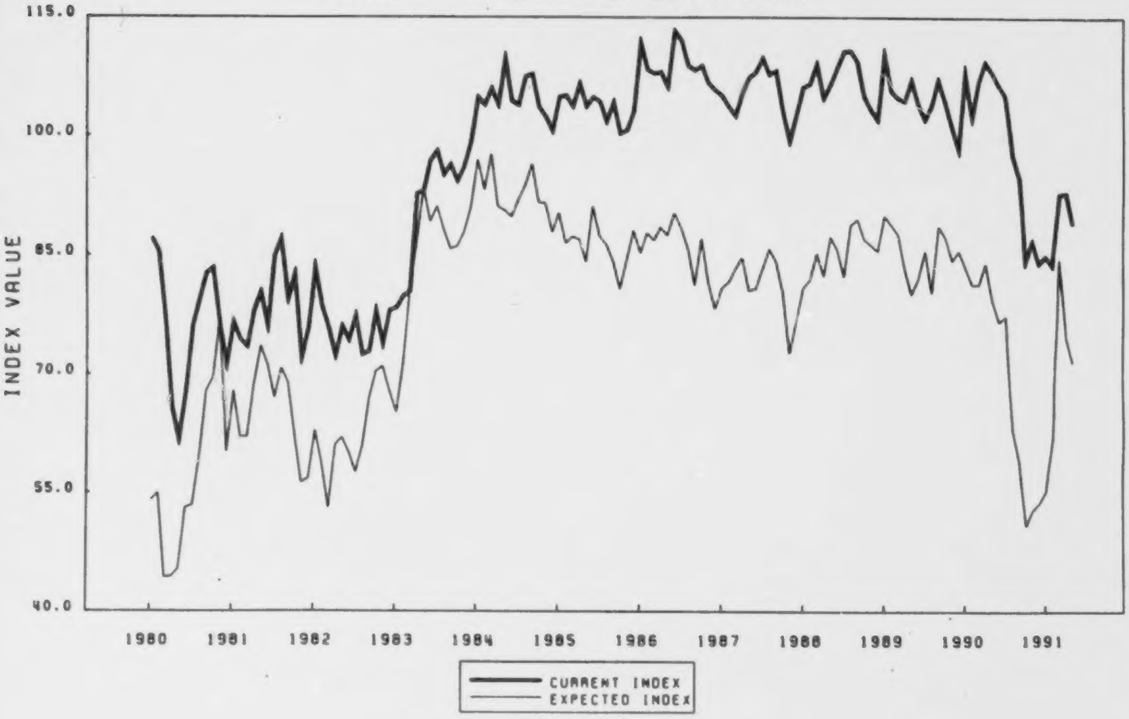


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

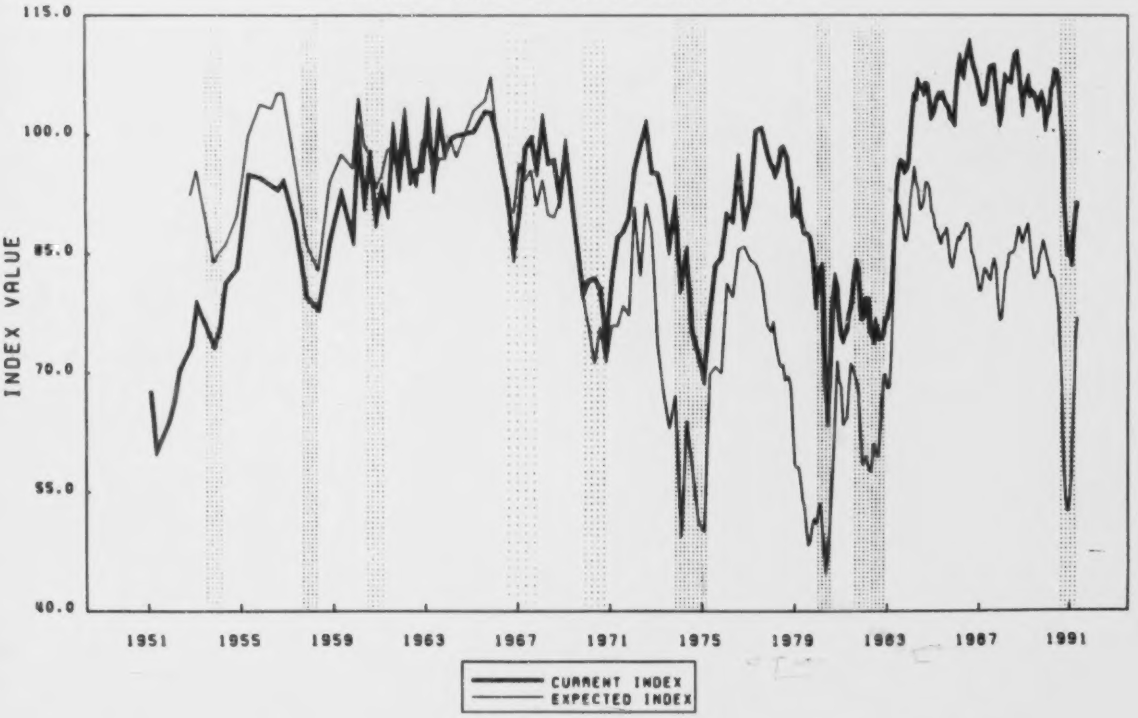


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

INDEX COMPONENTS +

DATE OF SURVEY		Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
		Current	Expected	12 months	5 years			
		(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
May	1988	111	127	125	98	165	106.5	87.3
June	1988	119	129	121	95	163	108.6	85.7
July	1988	120	128	106	96	167	110.7	82.3
August	1988	127	127	125	105	160	110.8	88.8
September	1988	127	133	125	102	157	109.4	89.5
October	1988	114	124	129	97	158	105.0	87.0
November	1988	112	128	122	97	156	103.3	86.3
December	1988	114	127	119	98	150	102.0	85.5
January	1989	121	131	128	103	165	110.3	89.9
February	1989	120	130	128	99	154	105.7	88.8
March	1989	116	131	123	98	156	104.8	87.6
April	1989	113	130	113	91	158	104.4	83.2
May	1989	121	125	107	89	157	107.1	80.1
June	1989	115	123	115	90	155	104.1	82.0
July	1989	112	123	124	96	152	102.1	85.5
August	1989	114	126	109	88	156	103.9	80.3
September	1989	117	129	127	101	161	107.1	88.6
October	1989	114	134	124	93	156	104.4	87.2
November	1989	116	130	116	92	146	101.2	84.3
December	1989	115	129	115	99	140	98.2	85.5
January	1990	116	124	119	92	164	108.0	83.4
February	1990	108	126	111	90	157	102.3	81.3
March	1990	117	125	108	93	160	106.9	81.3
April	1990	122	136	110	92	162	109.4	83.9
May	1990	119	126	110	83	161	108.1	79.3
June	1990	119	125	100	83	158	106.5	76.6
July	1990	115	127	98	84	158	105.1	77.3
August	1990	105	119	63	68	147	97.5	62.9
September	1990	106	112	53	68	139	94.7	58.8
October	1990	91	105	43	54	126	84.2	50.9
November	1990	97	112	41	56	127	86.7	52.8
December	1990	98	110	40	63	119	84.0	53.7
January	1991	104	118	46	55	115	84.9	55.2
February	1991	96	120	56	71	120	83.7	62.0
March	1991	102	126	113	100	137	92.7	84.5
April	1991	99	122	98	79	141	92.8	74.7
May	1991	102	124	85	78	128	89.0	71.5

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+: Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

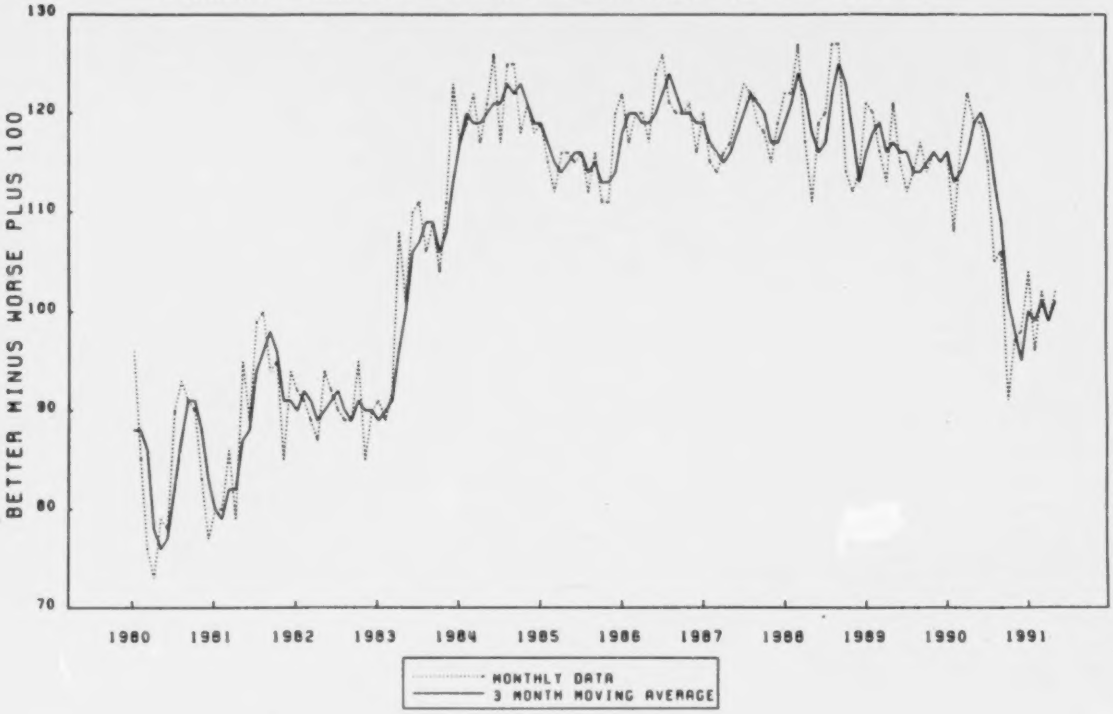


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

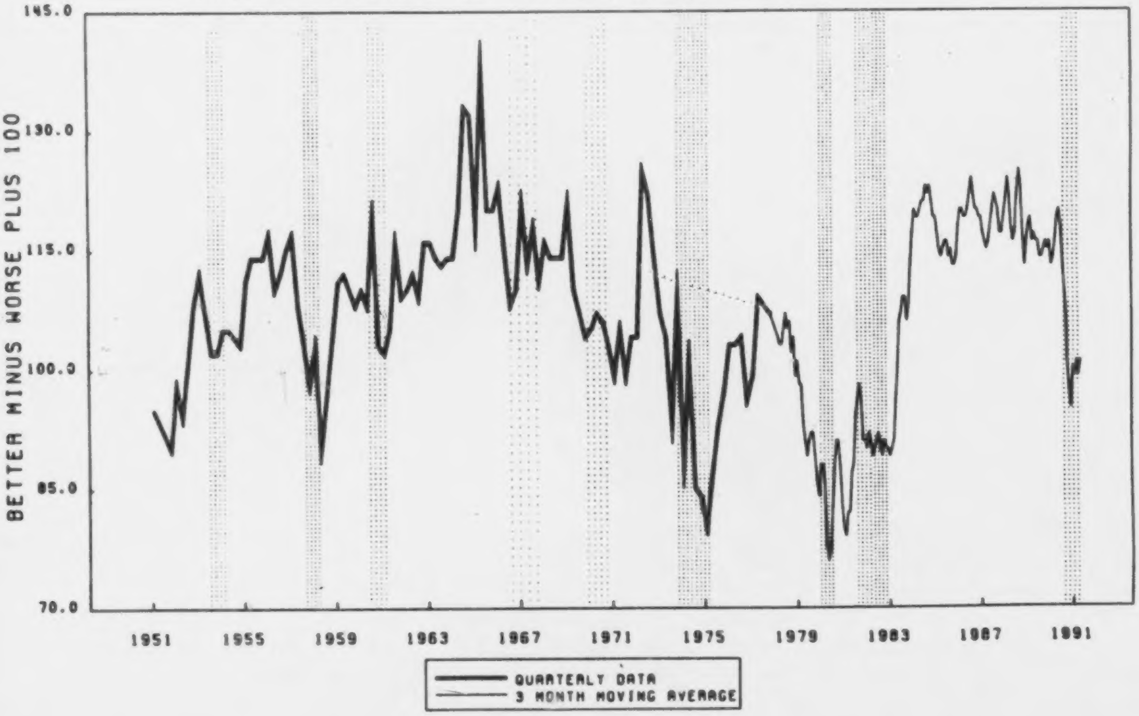


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
BETTER OFF	43%	43%	43%	36%	36%	30%	35%	33%	34%	32%	35%	34%	36%
SAME	33	33	29	33	34	31	27	32	35	32	31	30	30
WORSE OFF	24	24	28	31	30	39	38	35	30	36	33	35	34
DK,NA	*	*	*	*	*	*	*	*	1	*	1	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

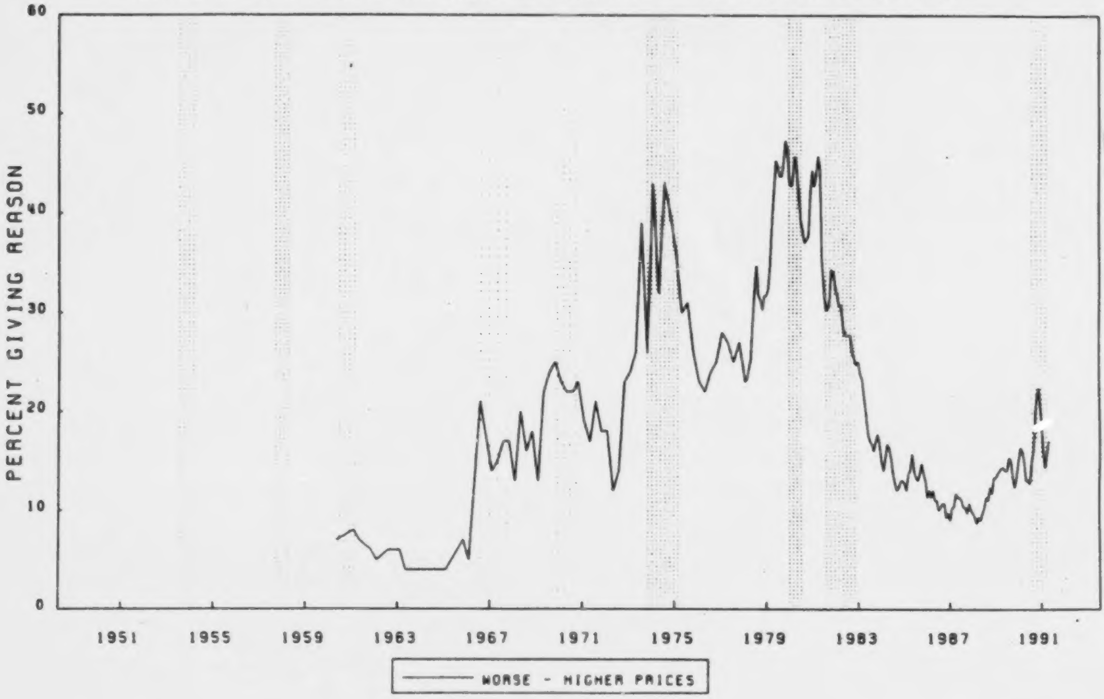


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

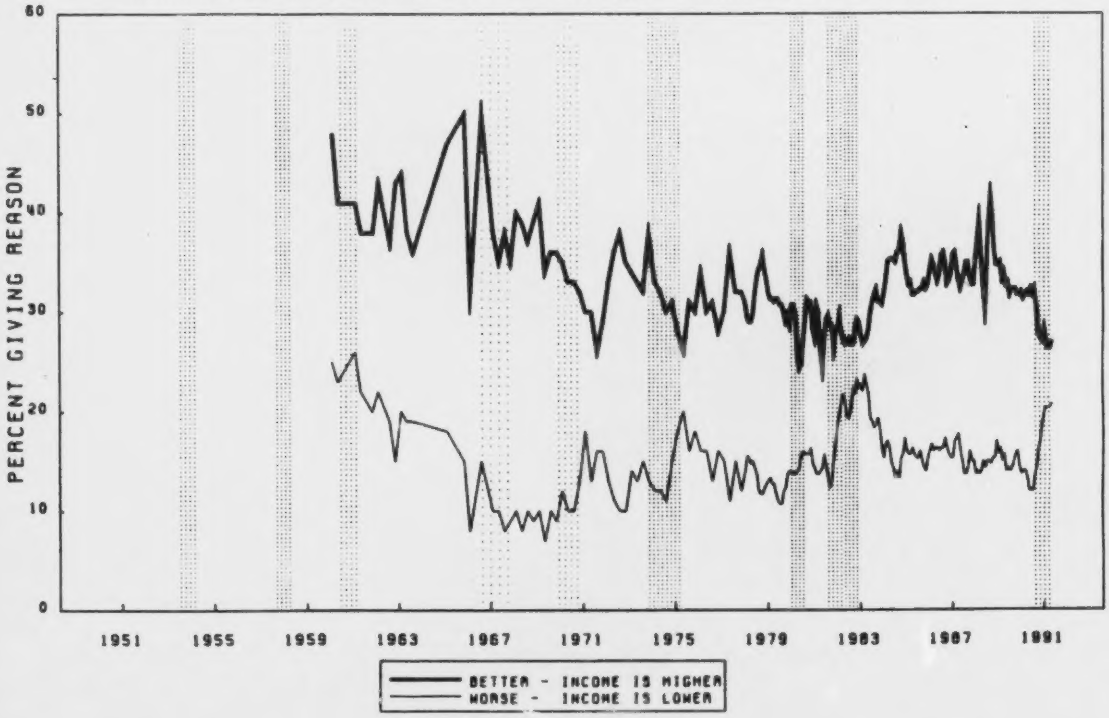


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	29%	34%	32%	31%	28%	24%	30%	27%	28%	25%	26%	28%	27%
WORSE OFF THAN YEAR AGO:													
Income is lower	12	11	13	17	13	19	19	18	22	21	18	22	22
Higher prices	11	15	12	18	18	24	23	20	14	15	14	18	19

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

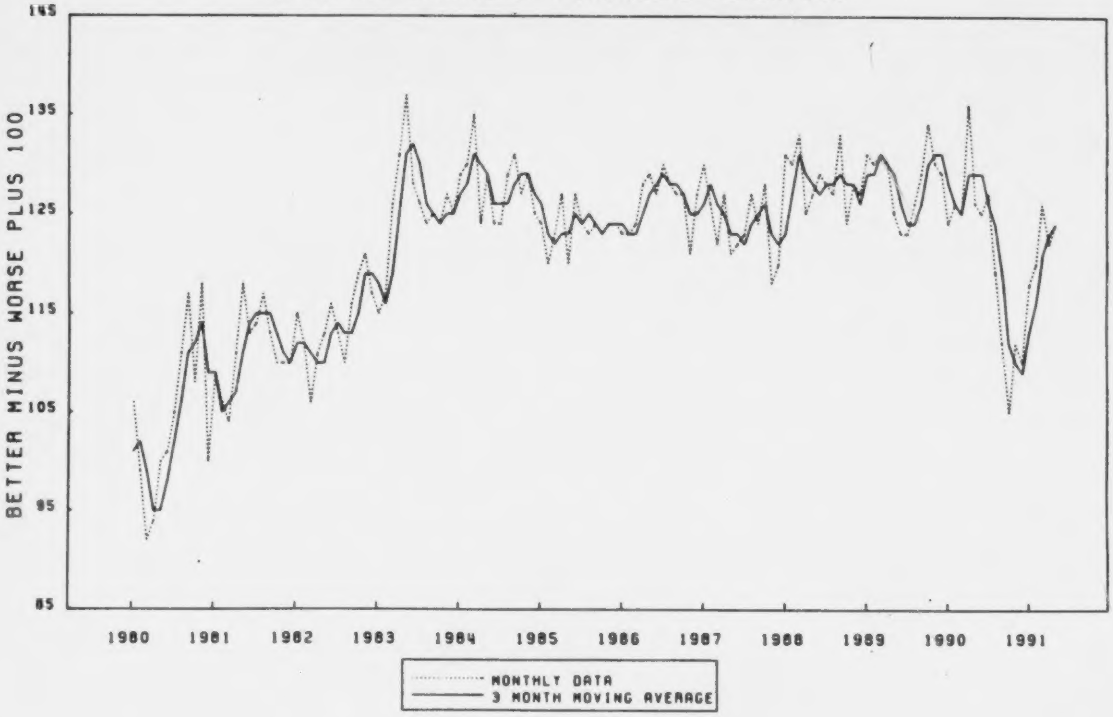


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

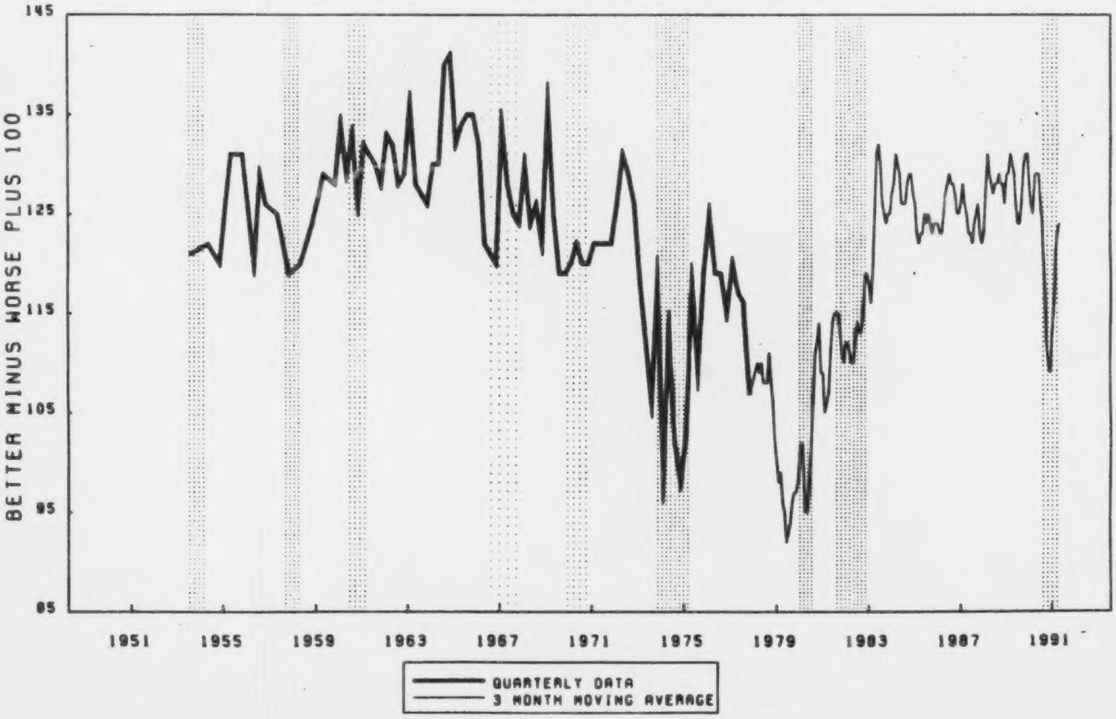


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
BETTER OFF	38%	36%	37%	32%	29%	29%	31%	26%	32%	32%	36%	34%	37%
SAME	48	50	51	52	52	44	46	54	51	53	50	51	46
WORSE OFF	12	11	10	13	17	24	19	16	14	12	10	12	13
DK,NA	2	3	2	3	2	3	4	4	3	3	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

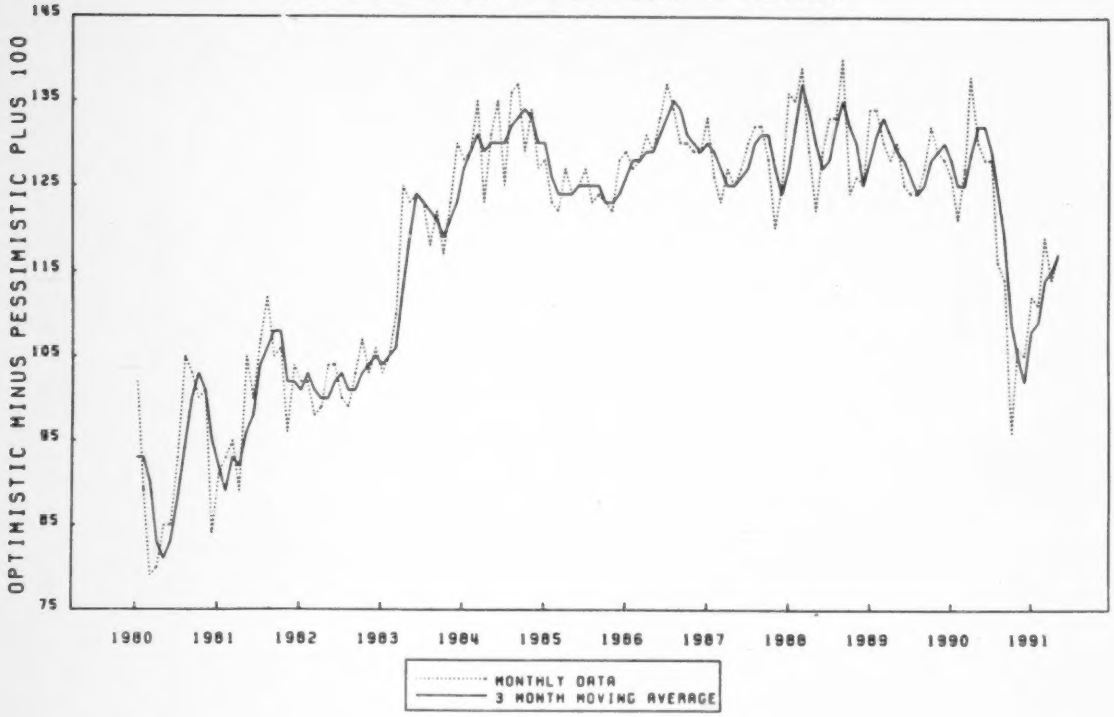


CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

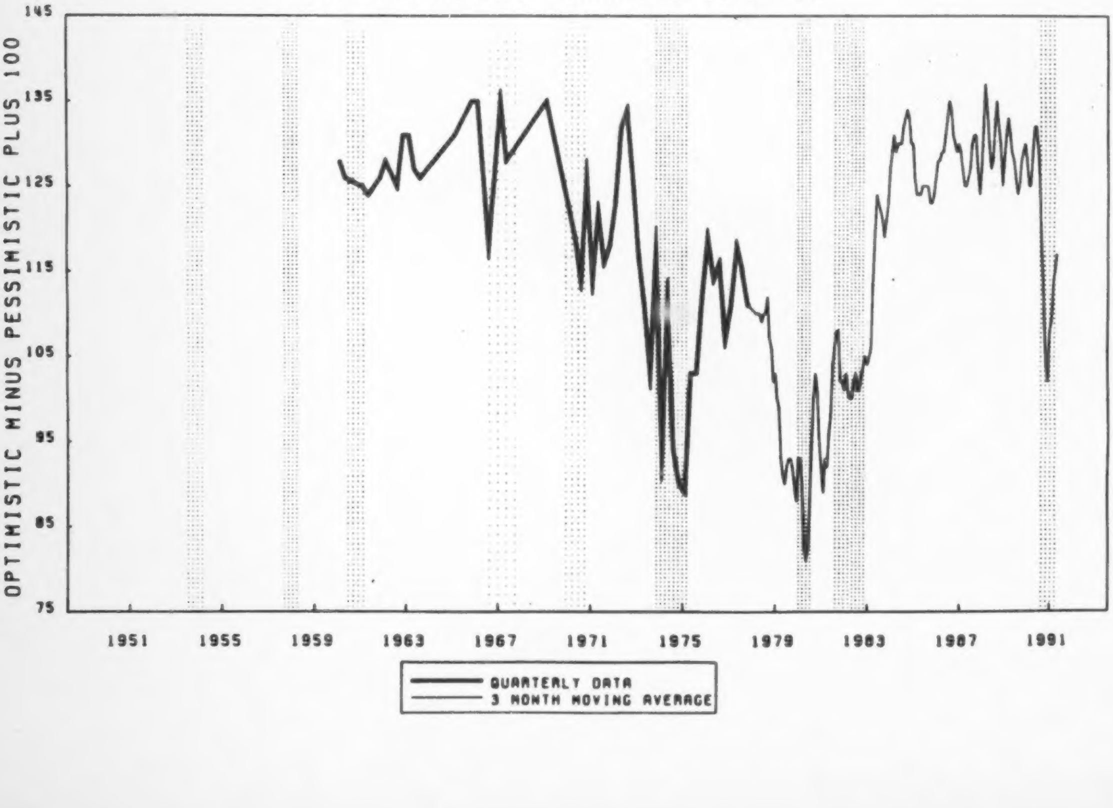


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
Continuous increase (a)	22%	19%	21%	14%	14%	13%	15%	12%	16%	13%	16%	14%	18%
Intermittant increase (b)	26	29	26	28	26	20	23	24	22	25	24	27	24
Remain unchanged (c)	21	18	20	18	21	15	13	18	21	19	20	16	16
Intermittant decline (d)	11	16	13	20	17	25	23	22	20	20	16	21	18
Continuous decline (e)	7	4	6	6	9	12	9	9	6	7	5	6	7
Mixed change (f)	11	11	12	11	11	12	13	11	11	13	14	13	13
DK,NA	2	3	2	3	2	3	4	4	4	3	5	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

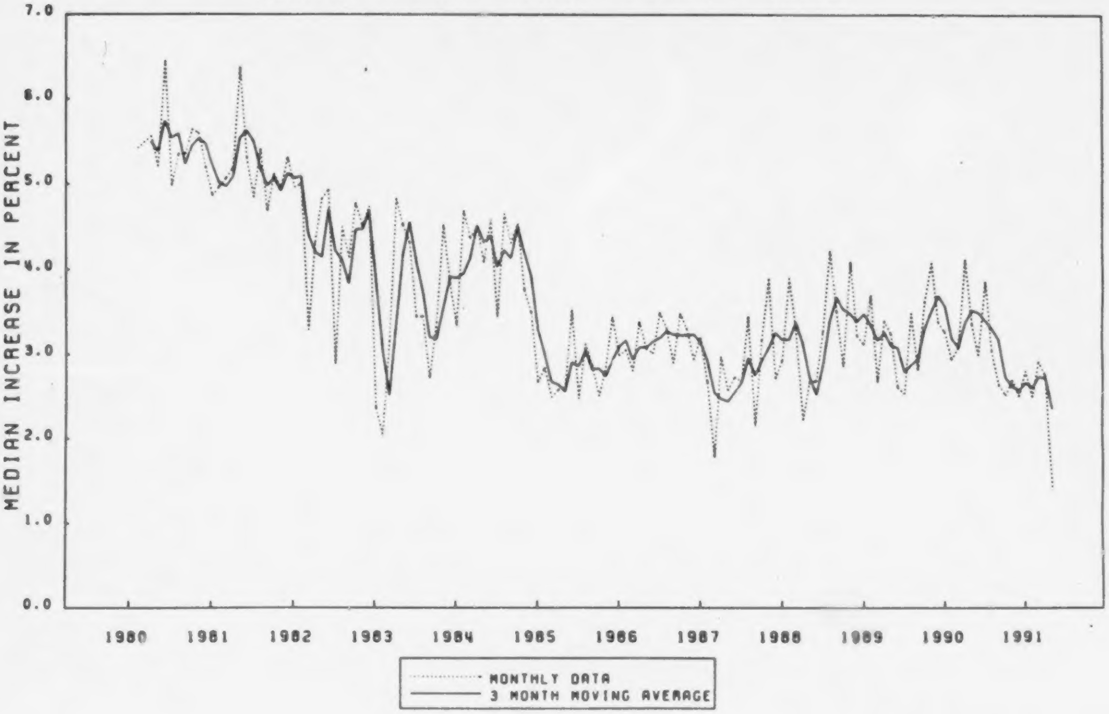


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

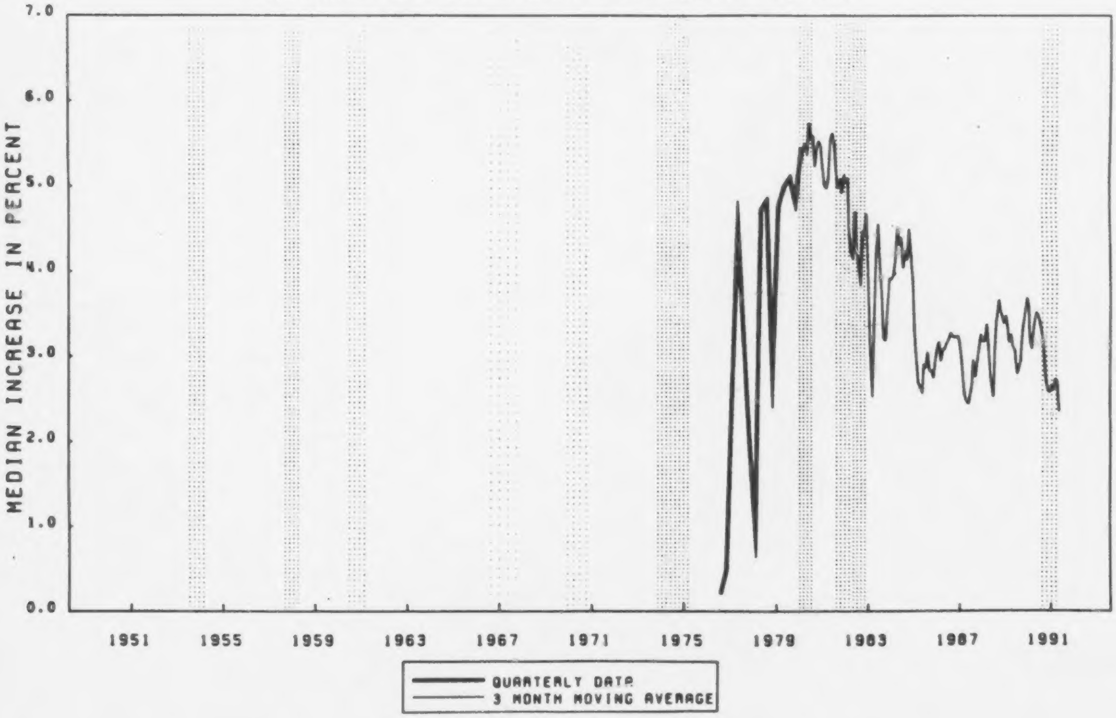


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
EXPECT INCREASE:													
1-4%	16%	17%	16%	17%	17%	14%	19%	17%	15%	19%	13%	16%	14%
5%	9	10	14	9	10	13	13	14	11	12	13	11	9
6-9%	8	9	8	10	8	5	4	5	7	6	7	6	6
10-24%	18	12	15	17	12	13	15	12	12	12	13	16	14
25% or more	7	9	8	6	6	6	5	6	8	6	7	5	7
DK how much up	5	3	3	2	4	5	3	4	5	4	5	4	4
EXPECT SAME	27	25	25	25	28	26	24	25	29	24	28	28	29
EXPECT DOWN	9	15	9	13	14	17	17	17	12	16	12	14	15
DK,NA	1	*	2	1	1	1	*	*	1	1	2	*	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

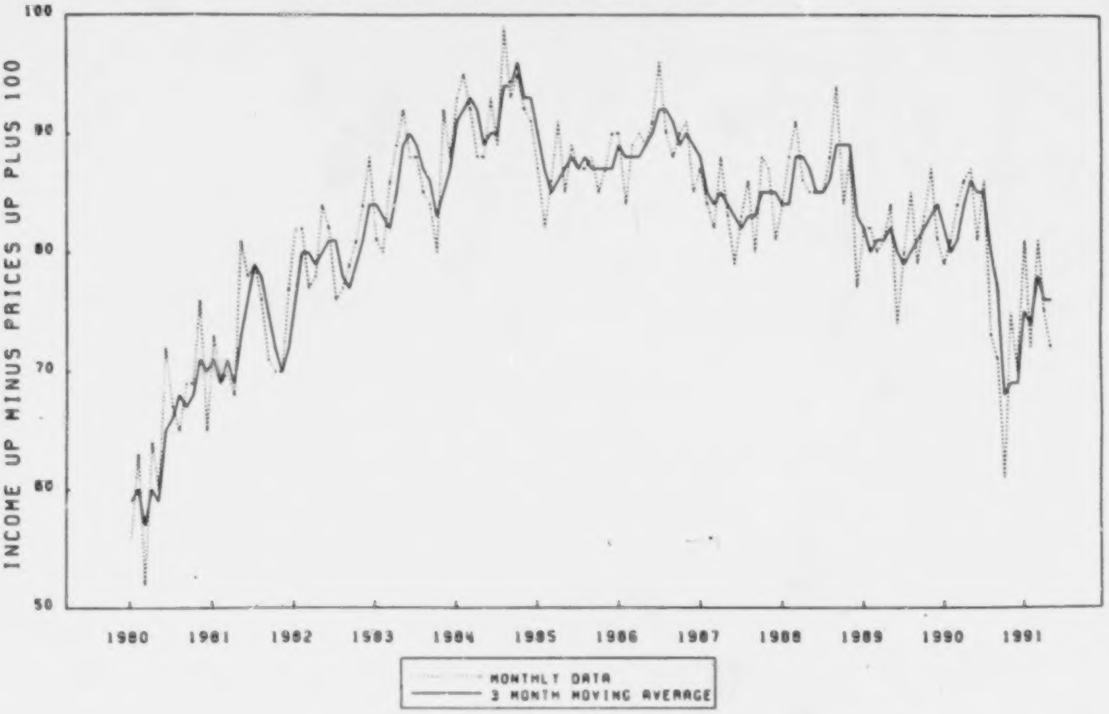


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

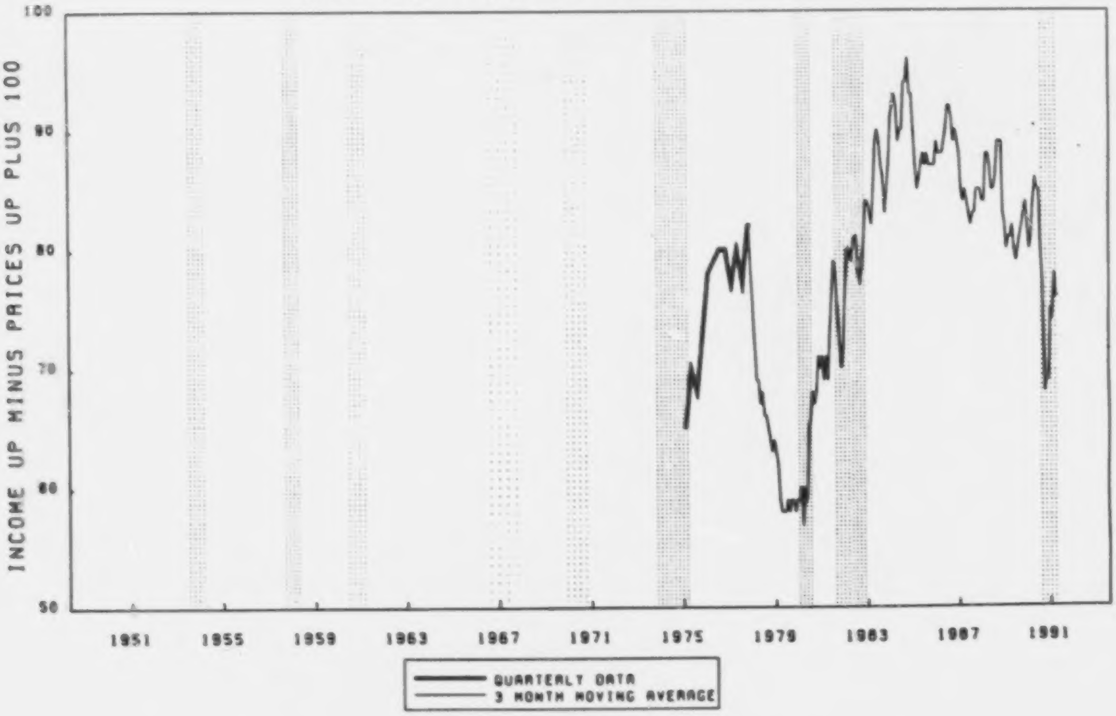


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
INCOME UP MORE	19%	18%	21%	18%	14%	12%	16%	15%	18%	15%	18%	15%	17%
INCOME UP SAME	48	44	42	37	42	35	41	38	45	40	44	43	37
PRICES UP MORE	32	37	35	45	43	51	41	45	37	43	37	40	45
DK,NA	1	1	2	*	1	2	2	2	*	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

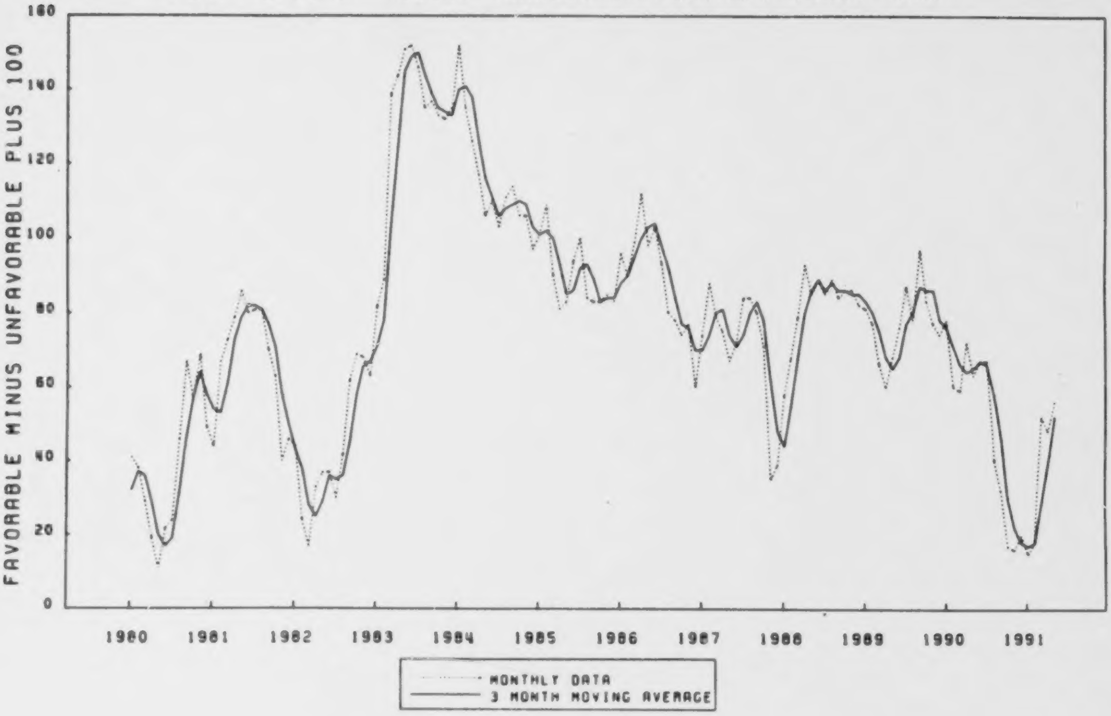


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

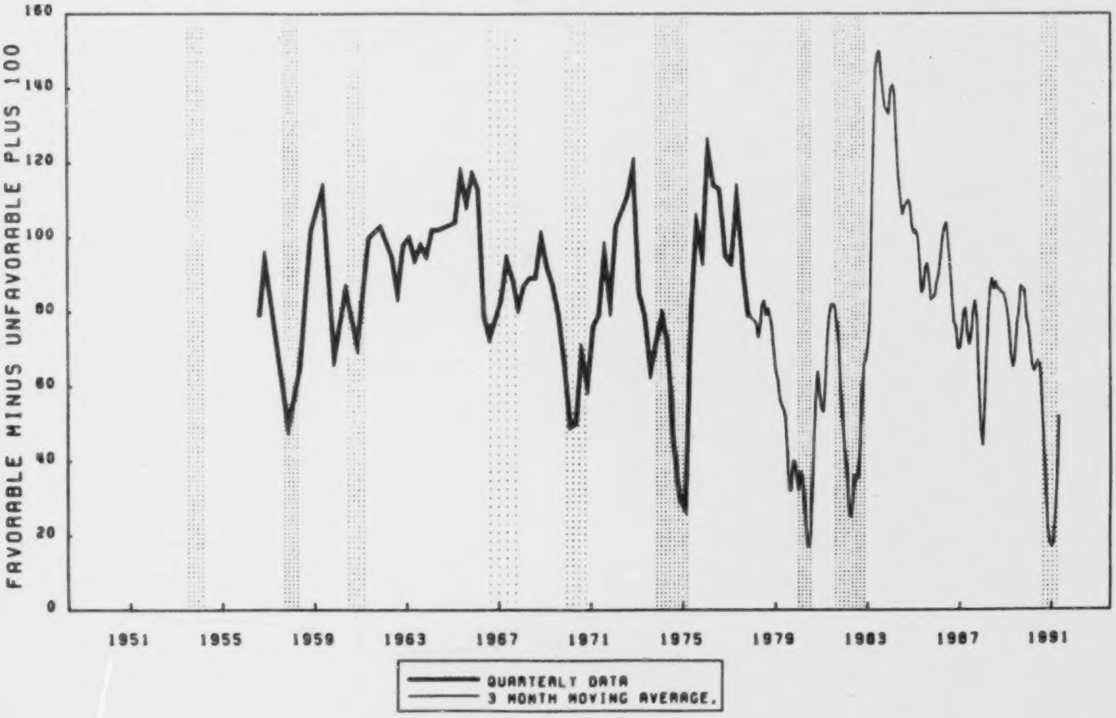


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
FAVORABLE NEWS	18%	22%	18%	16%	10%	8%	8%	11%	9%	13%	27%	24%	27%
UNFAVORABLE NEWS	55	55	51	76	78	91	92	91	94	95	75	76	71
NO MENTIONS	50	48	54	39	44	35	37	33	32	31	35	35	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

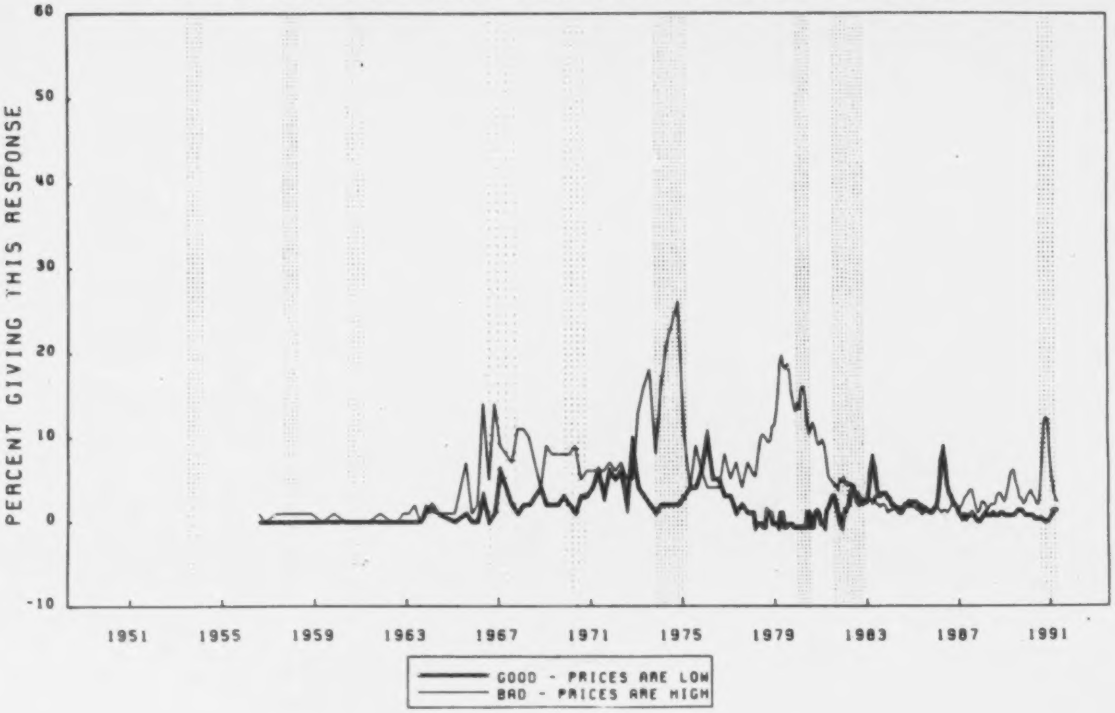


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

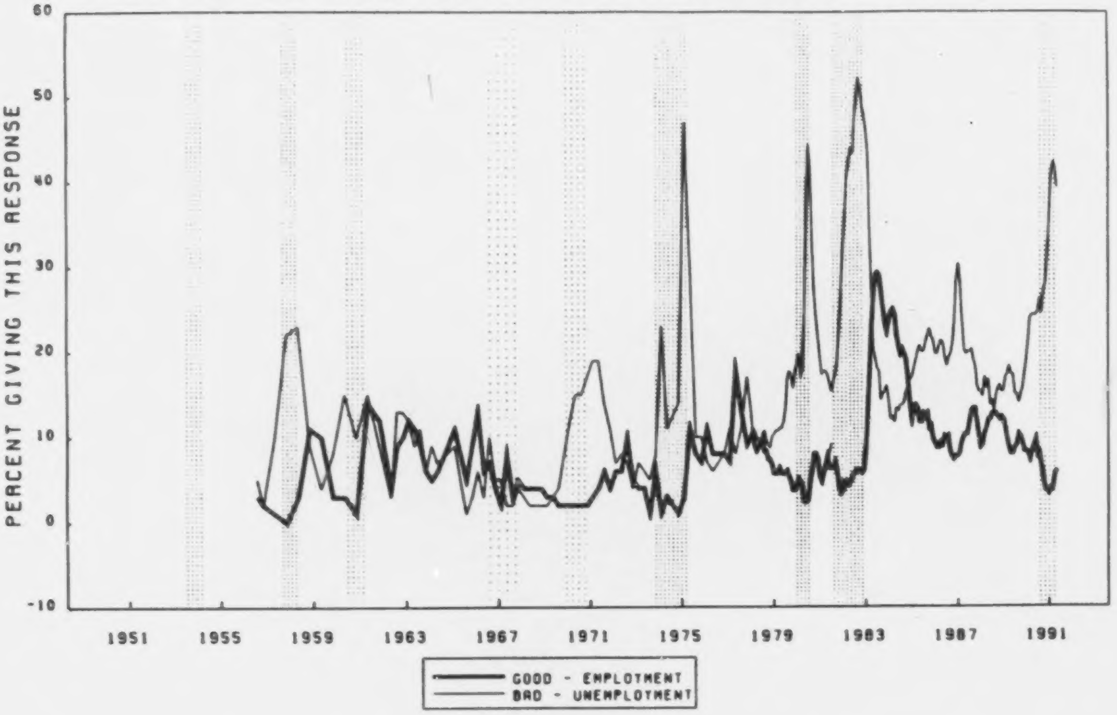


TABLE 11

SELECTED ITEMS OF
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
FAVORABLE NEWS:													
Government; elections	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	2%
Employment	8	9	6	9	4	3	4	4	2	5	5	7	6
Higher consumer demand	1	1	*	1	1	1	*	1	*	*	1	1	1
Lower prices	*	*	1	*	*	*	*	*	1	1	2	1	1
Easier credit	2	2	2	2	*	*	1	1	3	2	6	3	6
Stock market	1	2	2	*	*	*	*	*	1	1	1	2	1
Trade deficit	1	1	1	*	*	*	*	*	*	*	1	*	*
UNFAVORABLE NEWS:													
Government; elections	8	6	9	13	17	16	17	10	15	11	5	6	4
Unemployment	24	27	23	29	22	31	31	33	43	46	38	41	39
Lower consumer demand	3	6	3	5	5	4	5	11	8	11	11	9	7
Higher prices	2	2	2	9	10	16	11	9	4	3	3	2	2
Tighter credit	3	2	2	2	3	2	2	2	1	1	2	1	1
Energy crisis	*	1	*	2	4	2	3	2	1	*	1	*	*
Stock market	3	1	1	3	3	5	5	*	3	2	1	1	1
Trade deficit	2	3	2	1	1	1	*	1	2	1	1	2	2

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

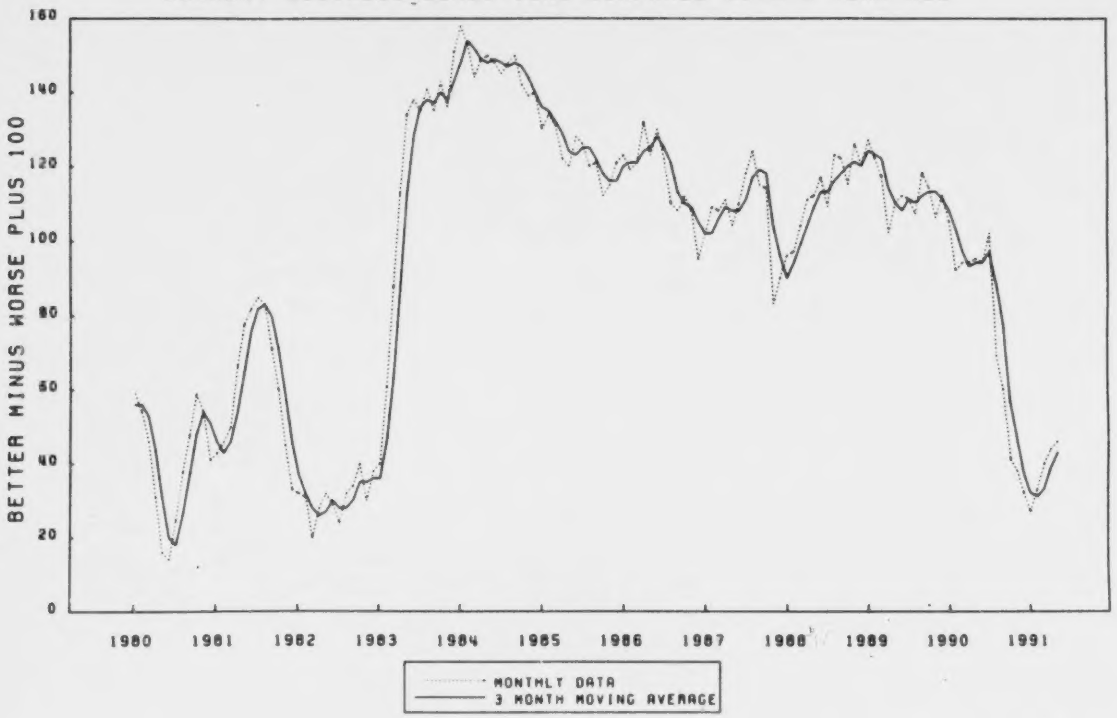


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

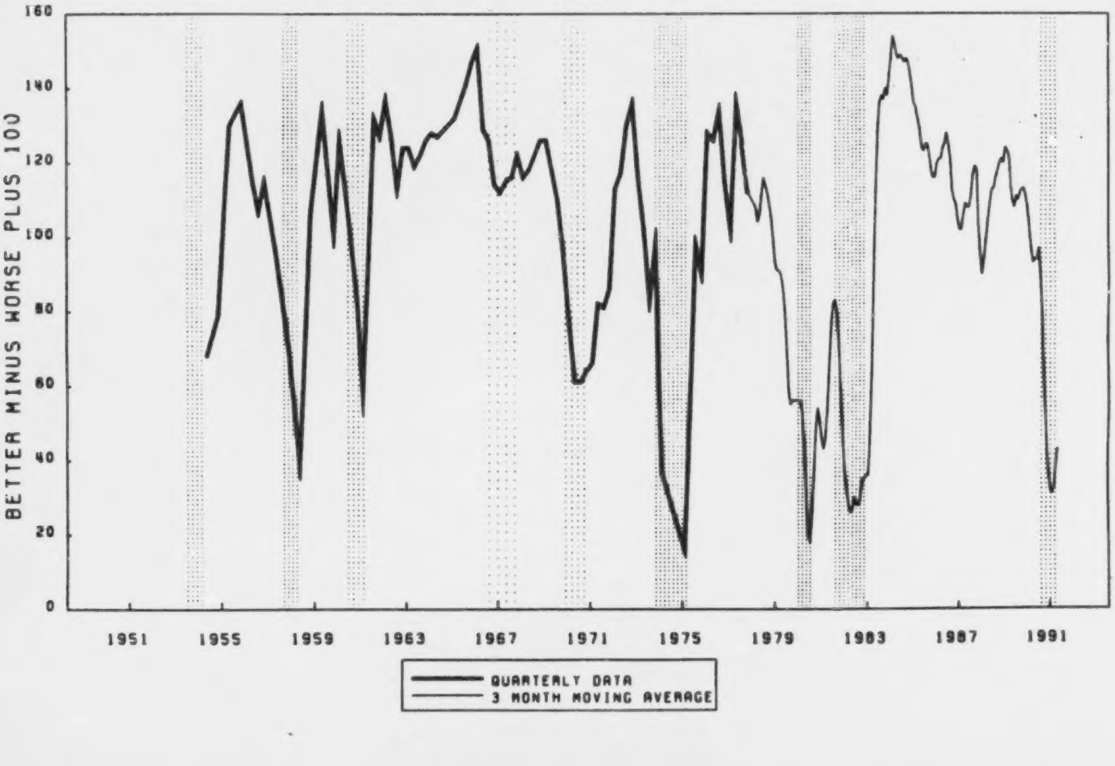


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
BETTER NOW	36%	37%	41%	26%	22%	15%	13%	11%	8%	11%	15%	18%	18%
SAME	19	18	19	15	13	8	11	9	10	9	8	7	8
WORSE NOW	41	43	39	57	62	74	75	79	81	78	75	74	72
DK,NA	4	2	1	2	3	3	1	1	1	2	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

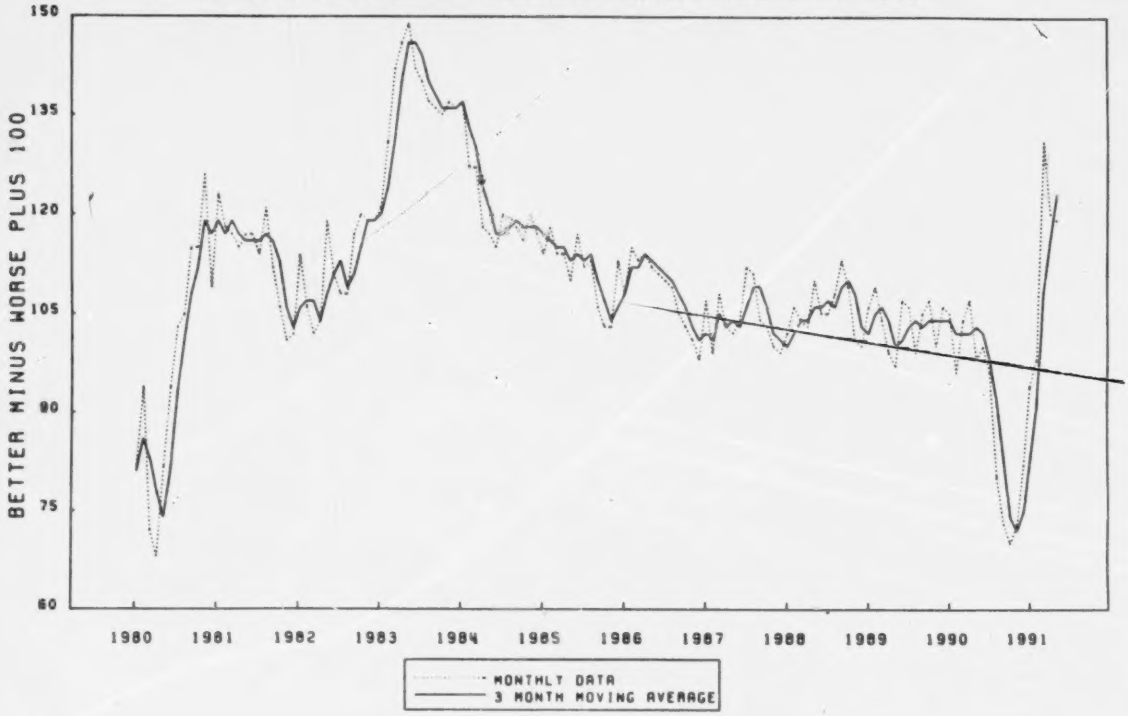


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

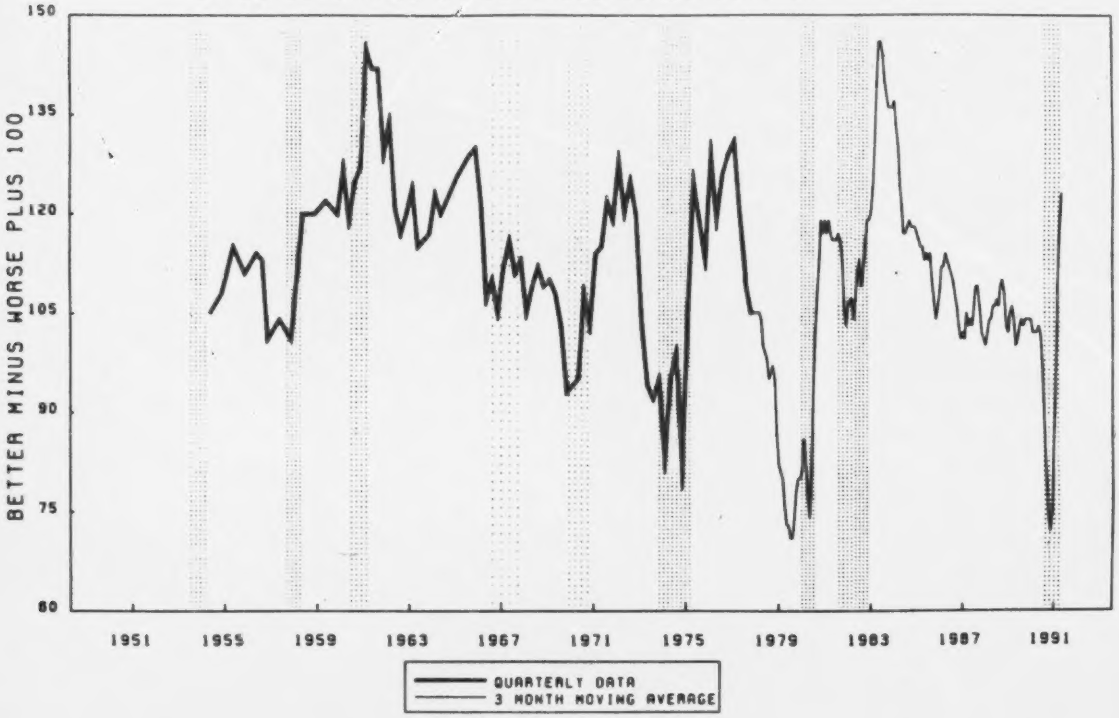


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
BETTER	18%	20%	16%	13%	11%	13%	14%	17%	24%	27%	44%	36%	36%
SAME	59	58	63	52	50	41	43	44	41	41	40	46	44
WORSE	20	20	20	33	38	43	41	35	30	29	13	16	17
DK,NA	3	2	1	2	1	3	2	4	5	3	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

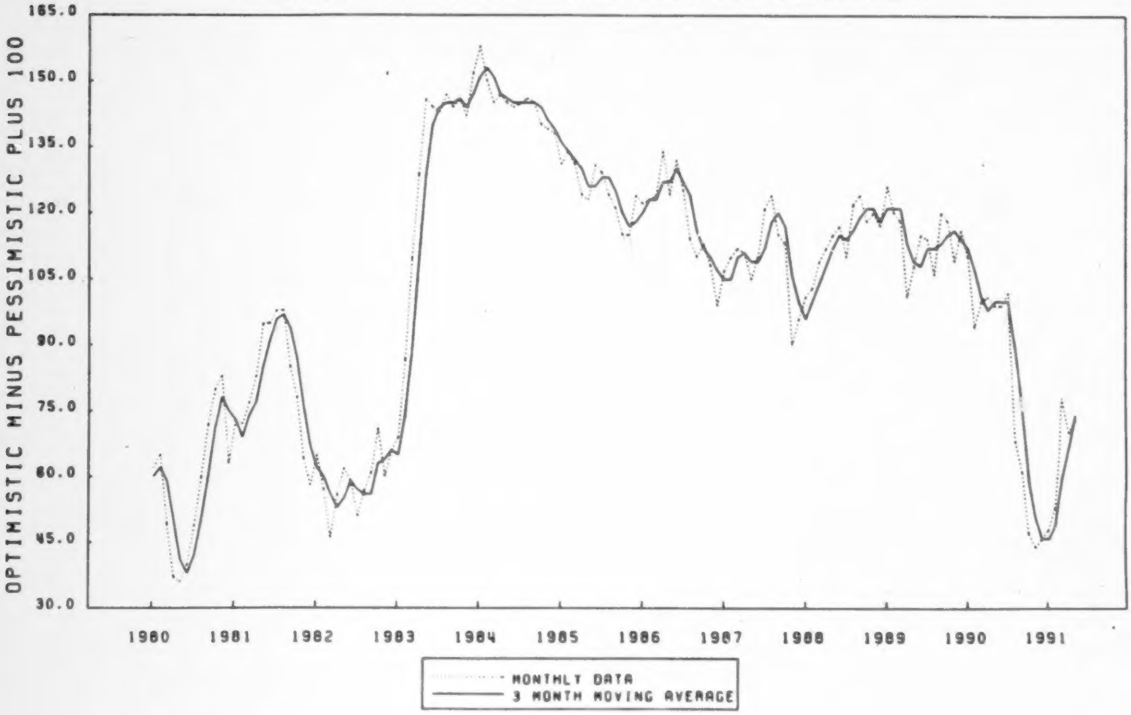


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

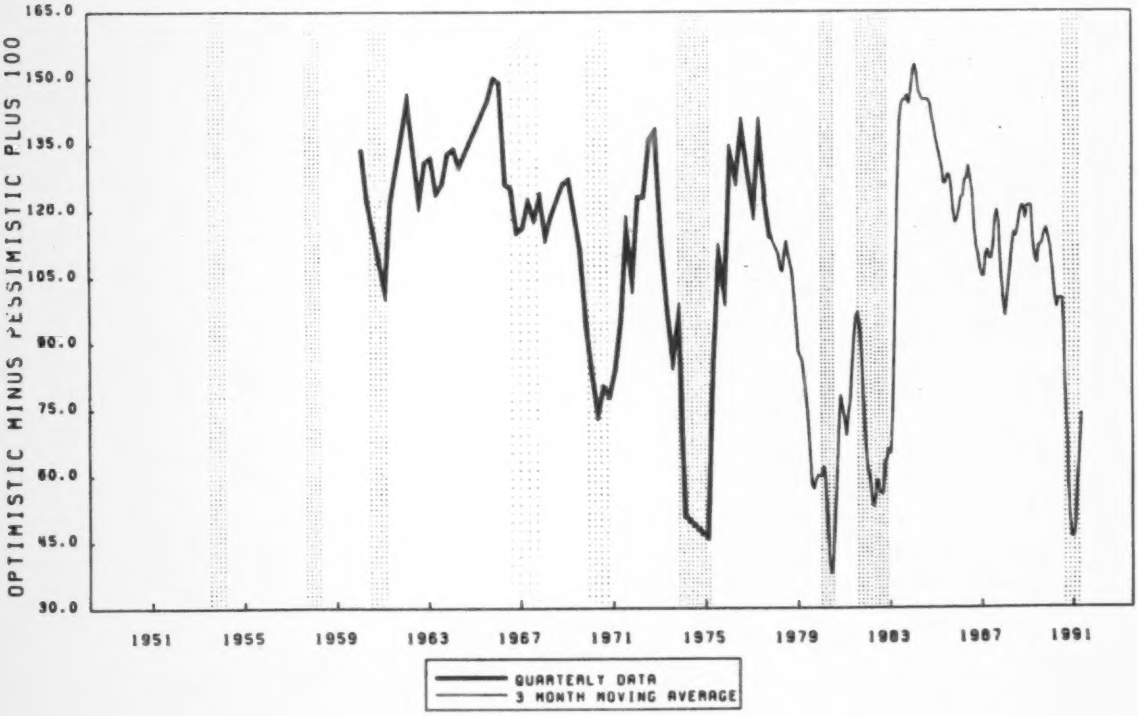


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
TREND:													
Continuous increase (a)	8%	11%	8%	5%	3%	3%	2%	2%	2%	5%	7%	8%	8%
Intermittant increase (b)	28	27	31	17	16	10	9	9	6	6	12	10	11
Remain unchanged (c)	12	11	12	9	9	5	5	4	6	4	3	4	4
Intermittant decline (d)	23	25	25	30	27	28	34	35	34	34	29	35	31
Continuous decline (e)	14	14	12	24	31	38	33	30	26	24	12	13	15
Mixed change (f)	9	9	9	11	10	10	14	14	21	22	33	26	27
DK,NA	6	3	3	4	4	6	3	6	5	5	4	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

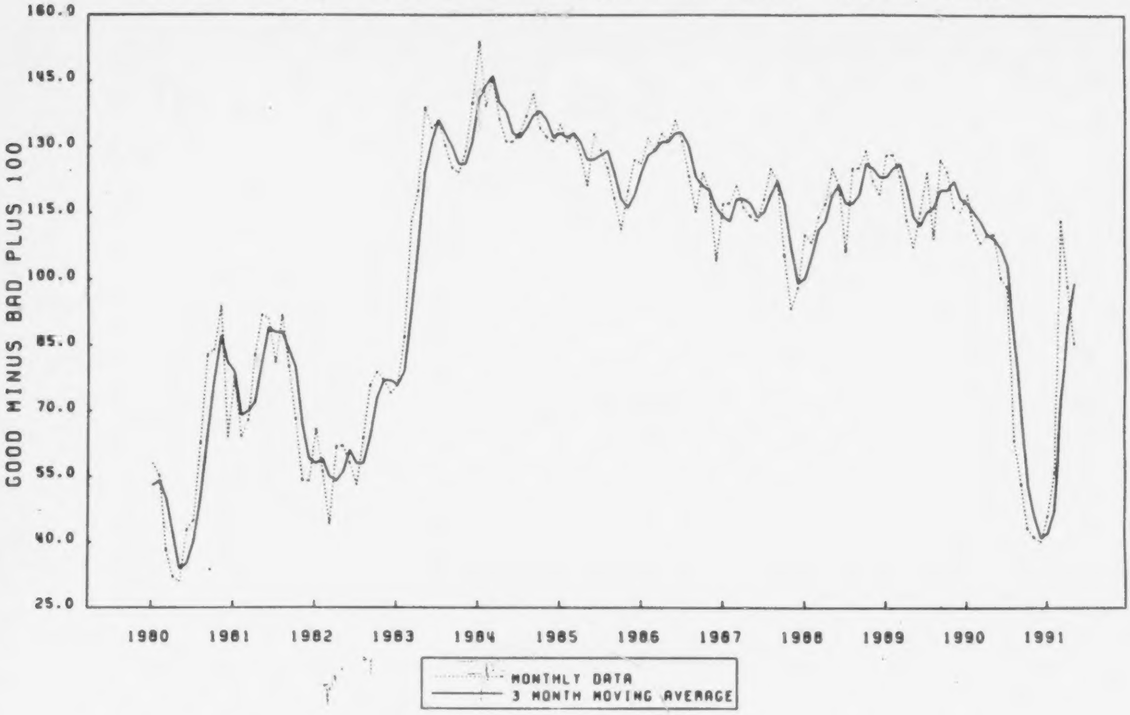


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

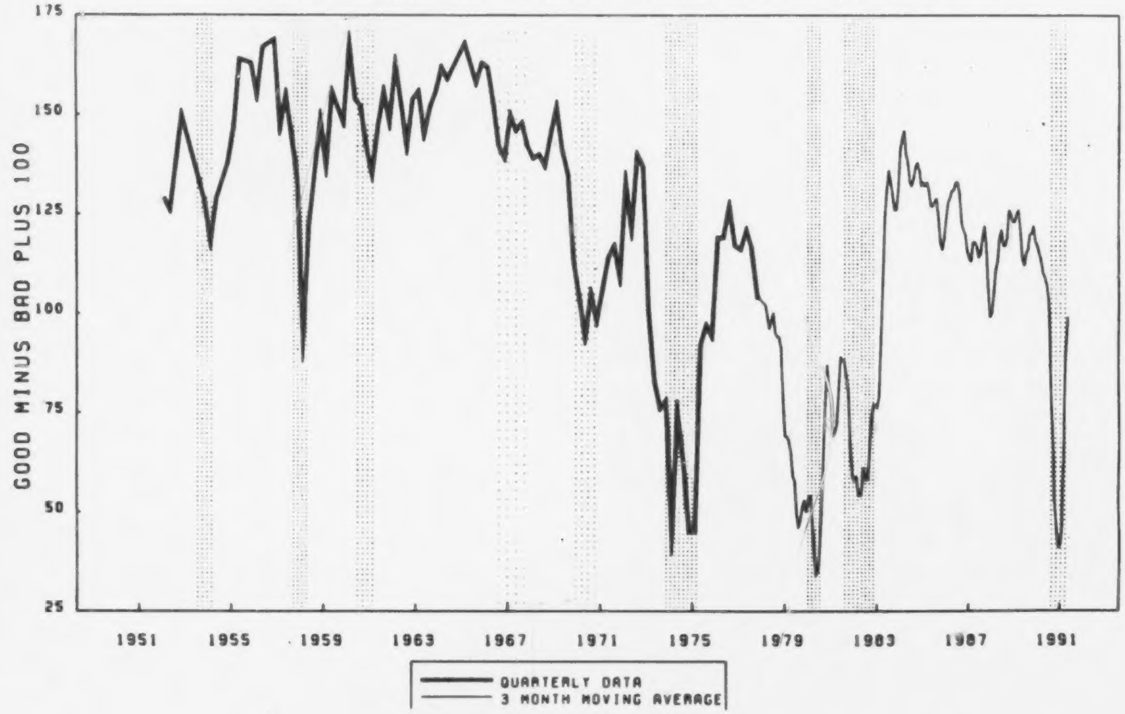


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIMES	47%	43%	40%	25%	18%	14%	15%	12%	16%	20%	48%	40%	34%
UNCERTAIN; GOOD & BAD	4	3	6	2	3	3	2	4	5	4	5	6	3
BAD TIMES	37	43	42	63	65	71	74	72	70	64	35	42	49
DON'T KNOW	6	5	7	5	8	5	3	5	5	7	5	4	4
NOT ASCERTAINED	6	6	5	5	6	7	6	7	4	5	7	8	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

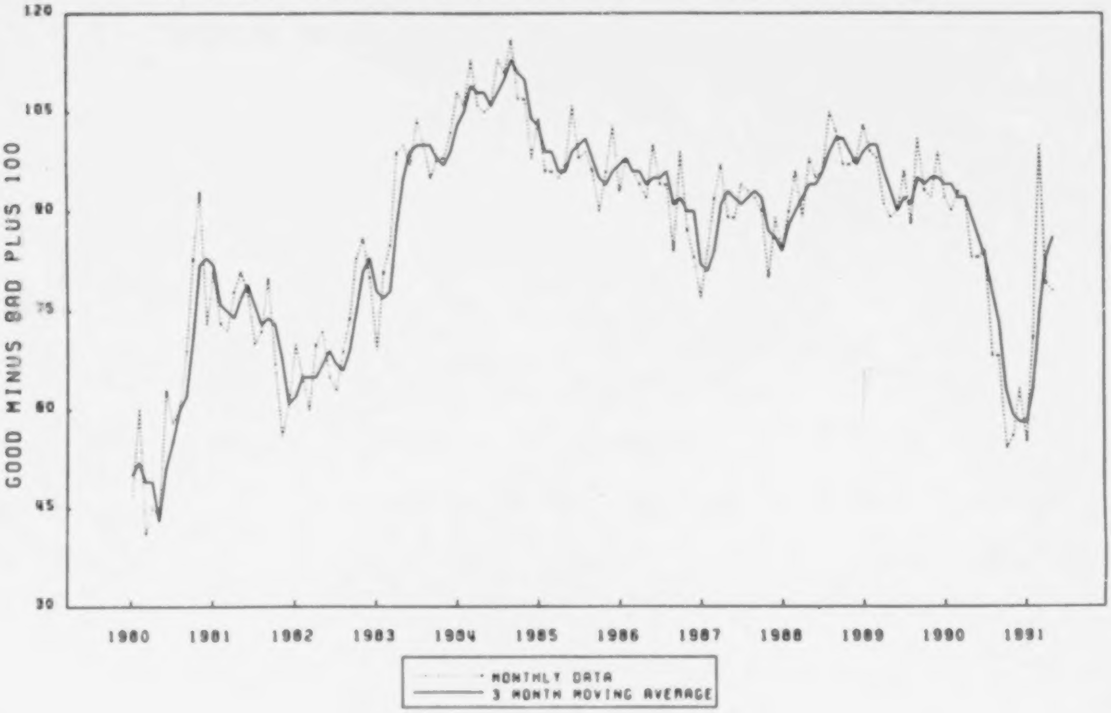


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

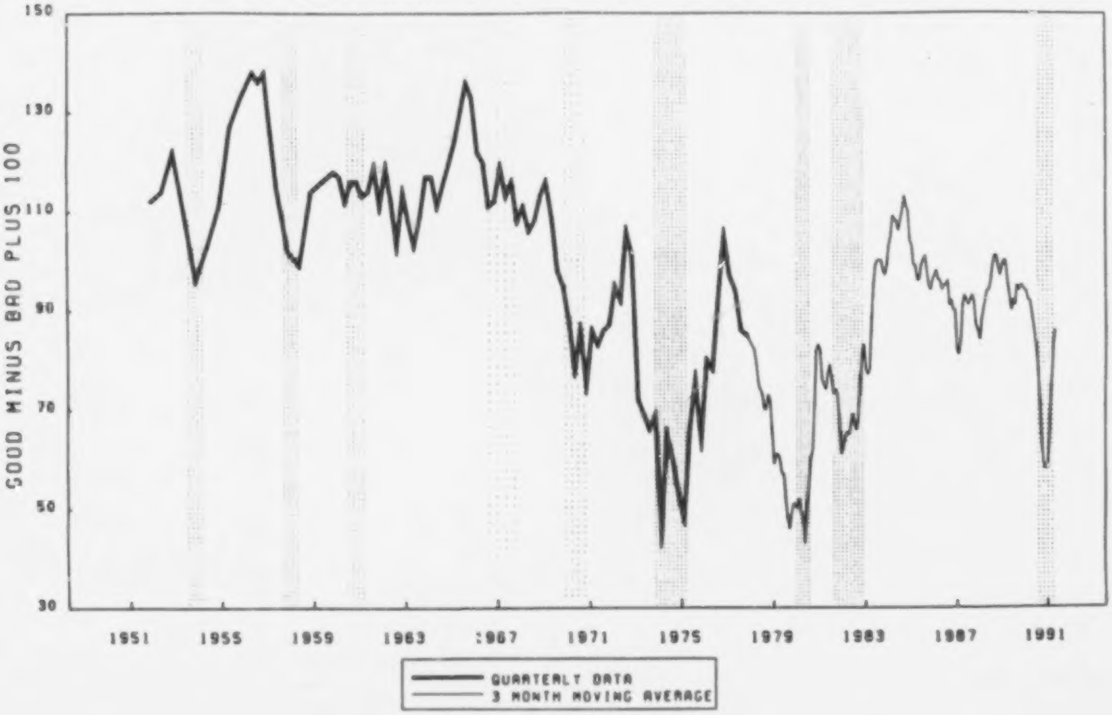


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIMES	32%	31%	34%	24%	25%	19%	18%	24%	18%	26%	38%	30%	30%
UNCERTAIN; GOOD & BAD	12	12	11	14	14	10	15	11	15	14	16	14	14
BAD TIMES	49	48	50	56	57	65	62	61	63	55	38	51	52
NOT ASCERTAINED	7	9	5	6	4	6	5	4	4	5	8	5	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

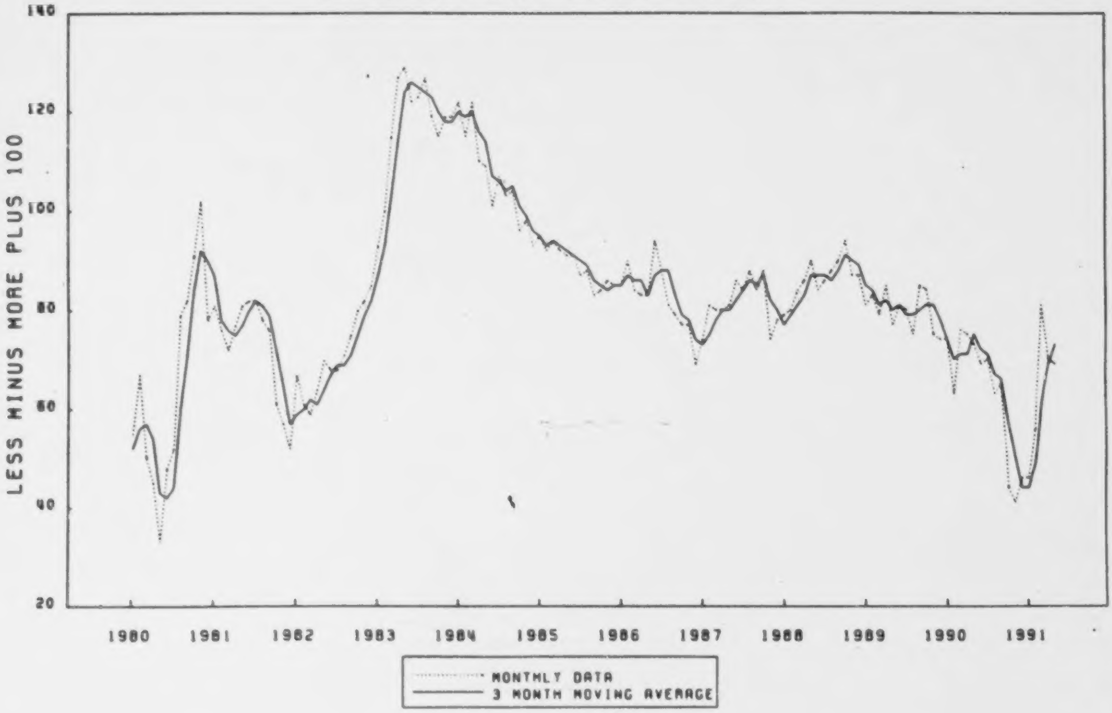


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

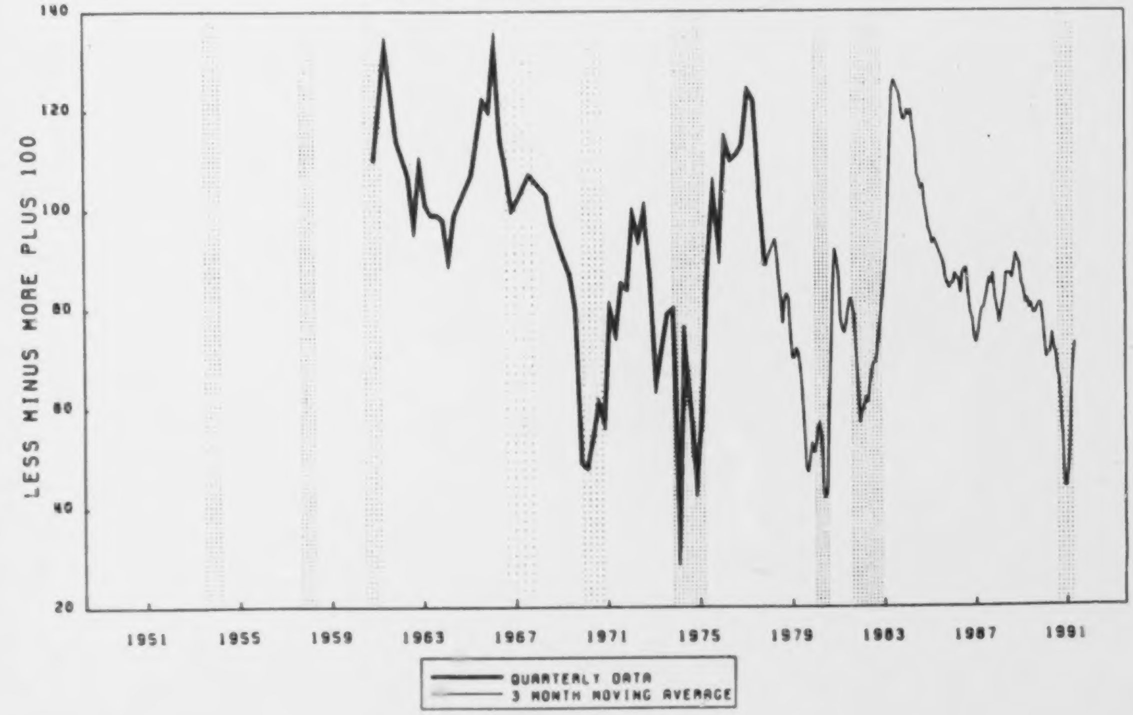


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
LESS	10%	8%	7%	9%	9%	6%	5%	6%	8%	12%	17%	15%	12%
SAME	52	52	54	44	45	30	30	34	29	31	46	39	44
MORE	37	39	37	46	44	62	64	60	62	56	36	45	43
DK,NA	1	1	2	1	2	2	1	*	1	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

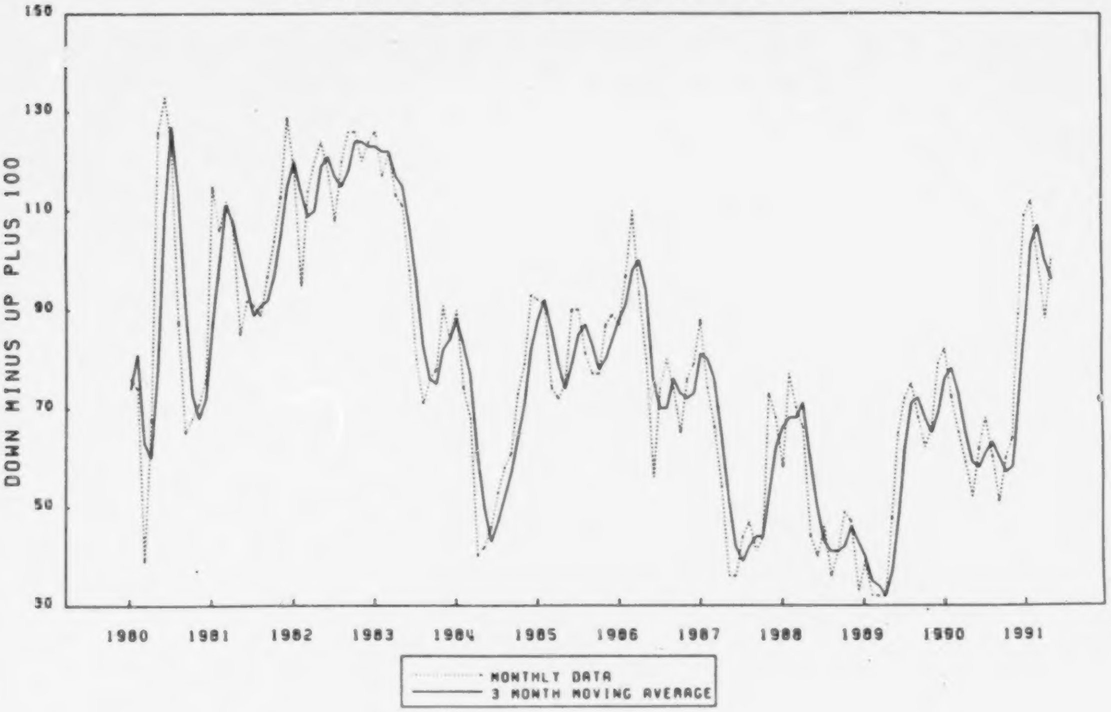


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

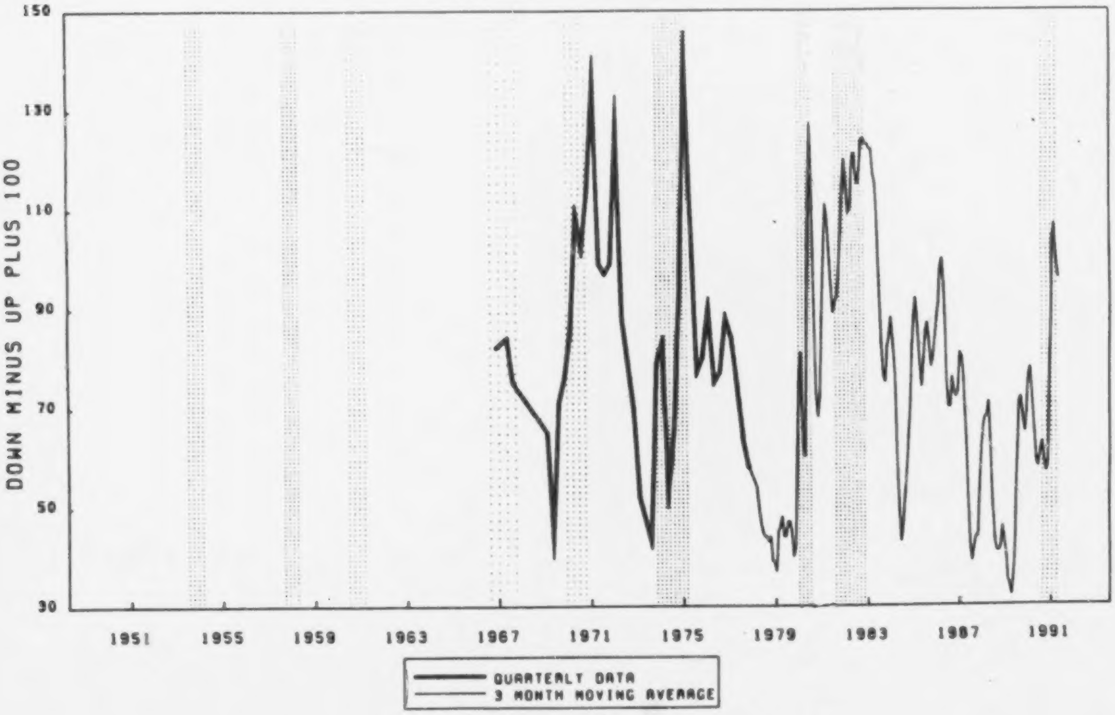


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GO UP	58%	56%	50%	59%	63%	57%	57%	43%	33%	31%	35%	40%	33%
STAY THE SAME	30	23	29	20	21	24	20	23	21	23	28	30	32
GO DOWN	10	18	18	19	14	17	21	32	42	43	35	28	33
DK,NA	2	3	3	2	2	2	2	2	4	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

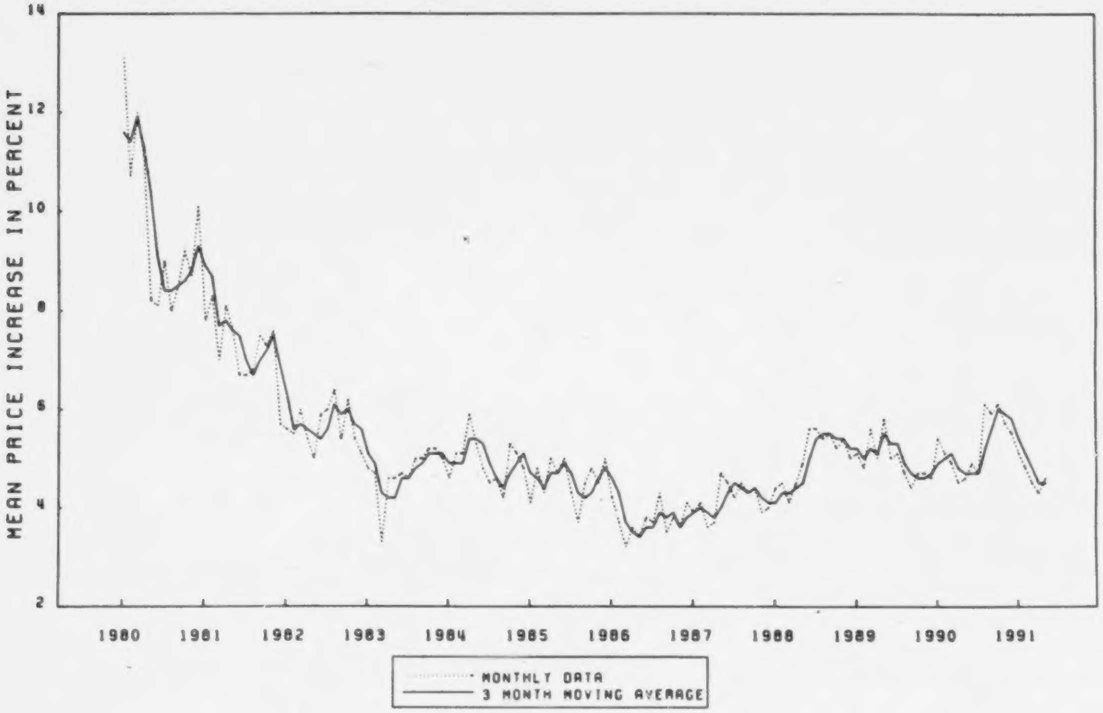


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

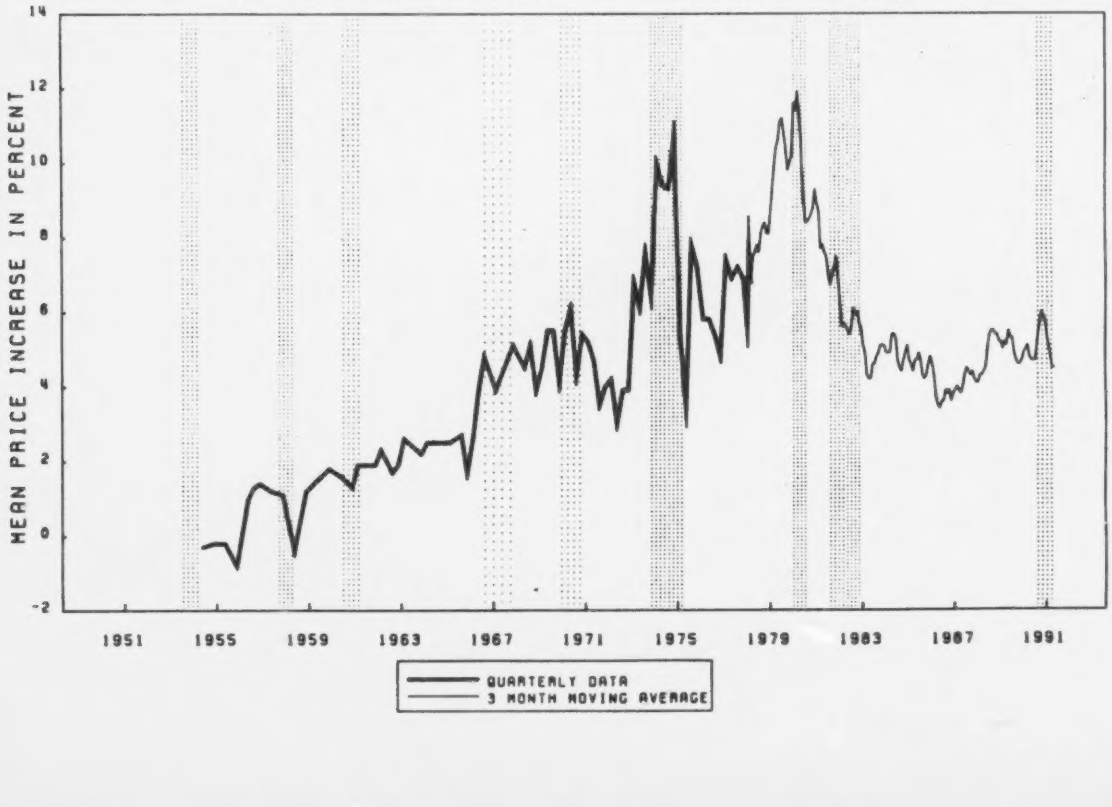


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
SAME OR DOWN	11%	11%	11%	9%	9%	10%	14%	18%	21%	25%	27%	25%	24%
WILL GO UP BY:													
1-2%	19	18	20	14	15	11	12	11	11	12	14	12	16
3-4%	22	25	24	23	19	18	19	16	19	18	16	22	19
5%	22	24	20	18	21	22	18	21	16	18	19	18	17
6-9%	9	7	6	13	13	13	13	12	10	7	6	7	6
10-14%	8	7	10	11	11	12	14	10	9	9	9	7	7
15% or more	3	4	3	8	7	7	6	7	7	6	5	6	6
DK how much up	6	3	6	4	5	6	4	5	6	4	3	3	4
DK,NA	*	1	*	*	*	1	*	*	1	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.6	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3	4.6
VARIANCE	30	37	29	48	46	43	43	52	46	52	46	43	57
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

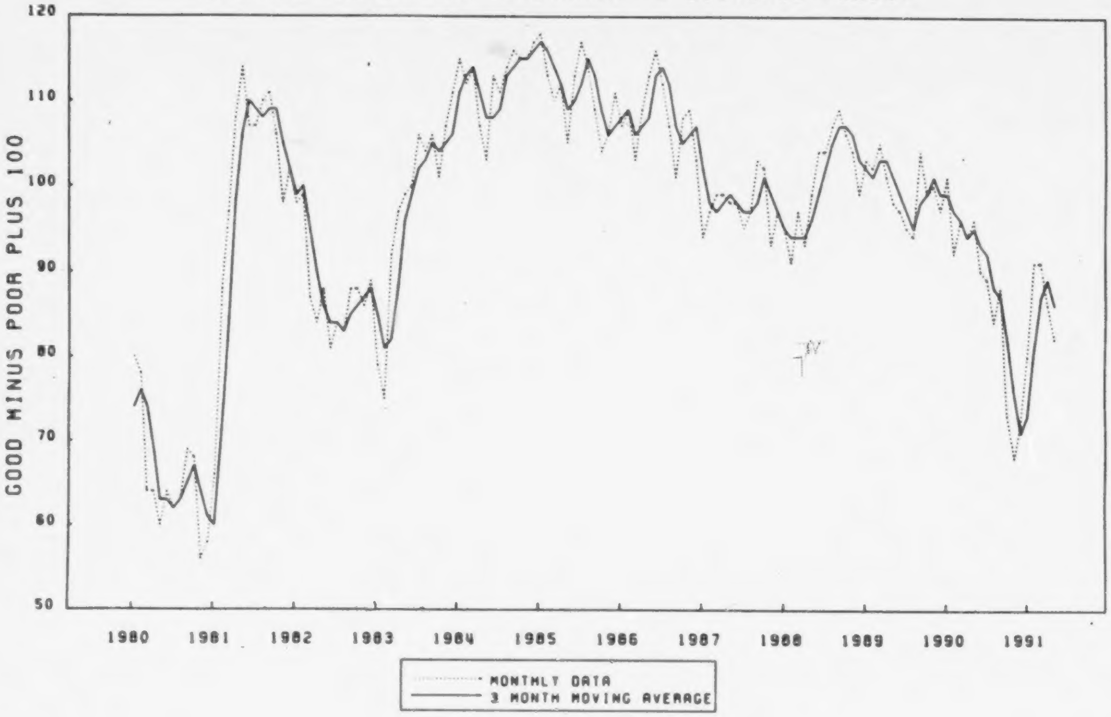


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

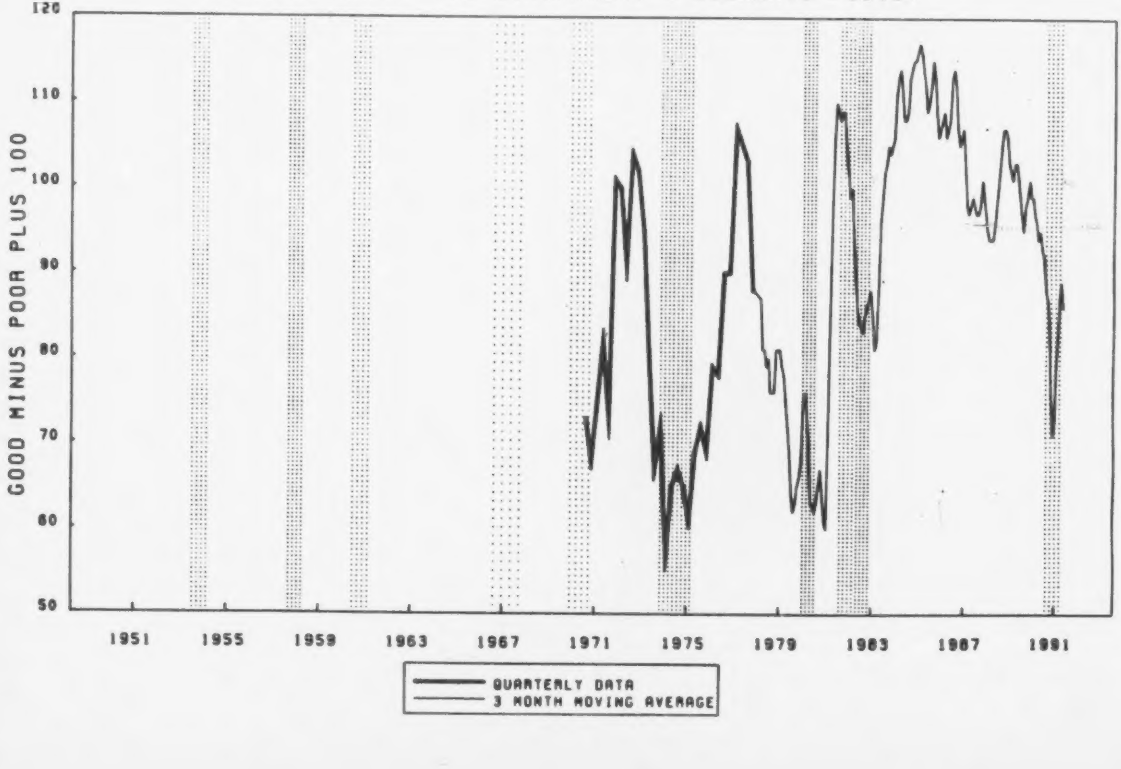


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
A GOOD JOB	19%	16%	16%	15%	14%	11%	8%	10%	11%	15%	18%	11%	13%
ONLY FAIR	55	56	56	52	59	49	49	50	58	58	53	61	54
A POOR JOB	23	26	27	31	26	38	40	38	31	24	27	25	31
DK,NA	3	2	1	2	1	2	3	2	*	3	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

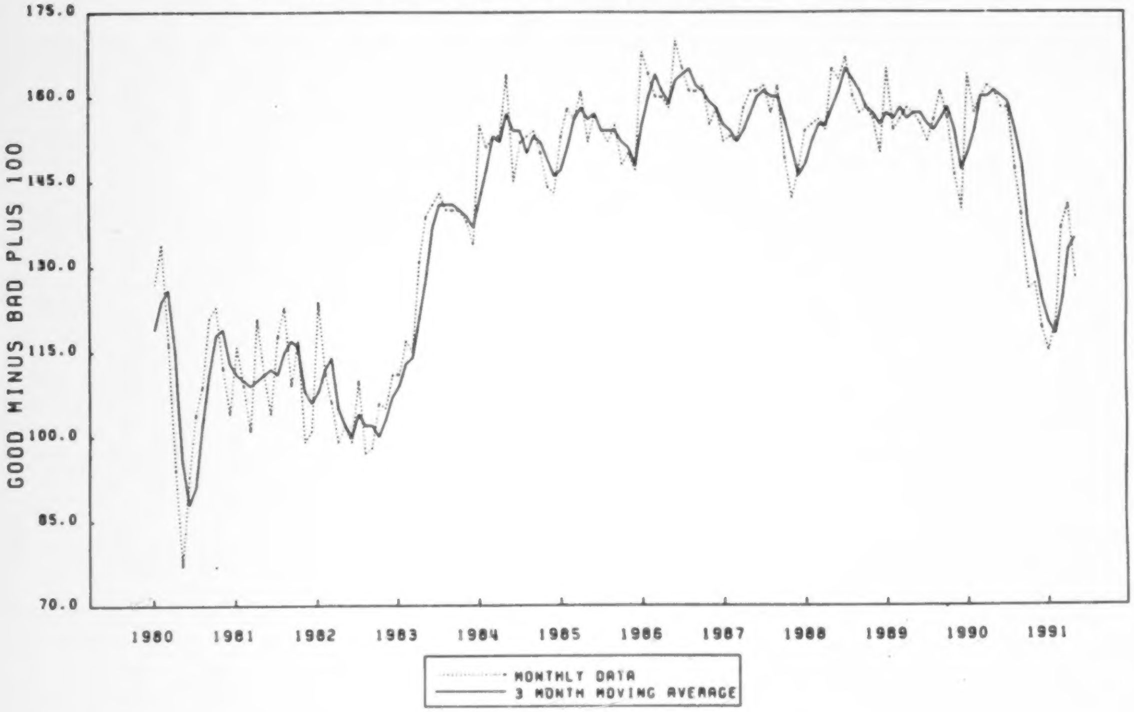


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

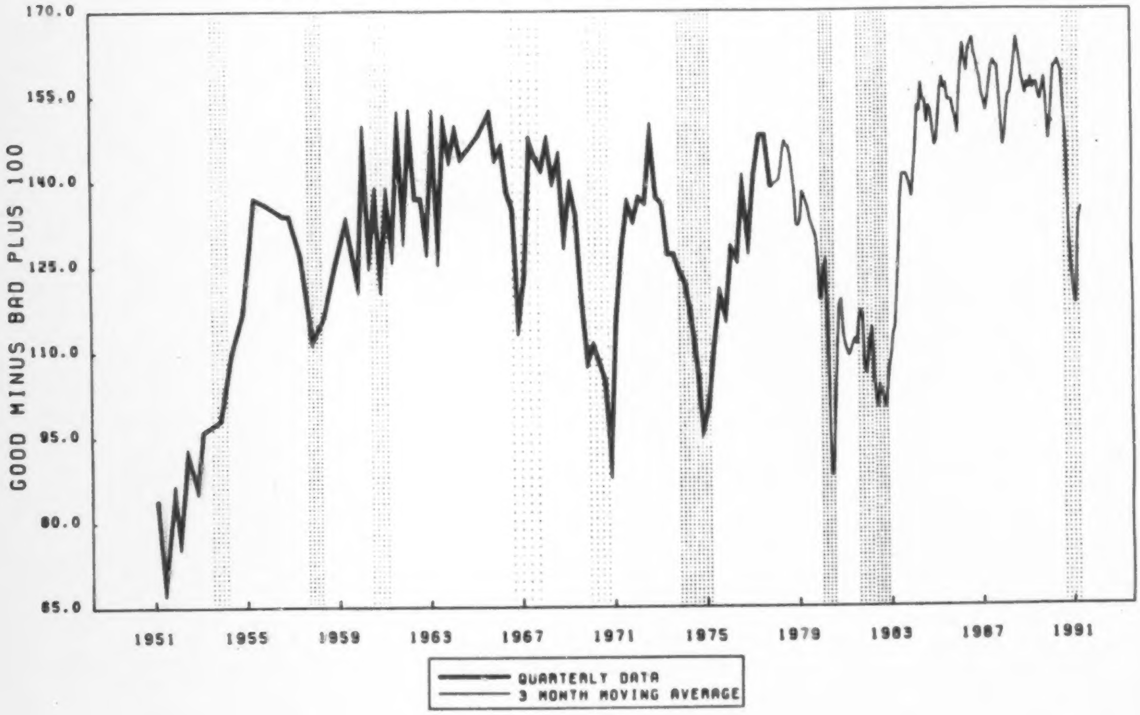


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY	75%	75%	73%	69%	66%	58%	61%	55%	53%	54%	63%	67%	61%
UNCERTAIN, DEPENDS	11	8	12	9	7	10	5	9	9	12	11	7	6
BAD TIME TO BUY	14	17	15	22	27	32	34	36	38	34	26	26	33
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

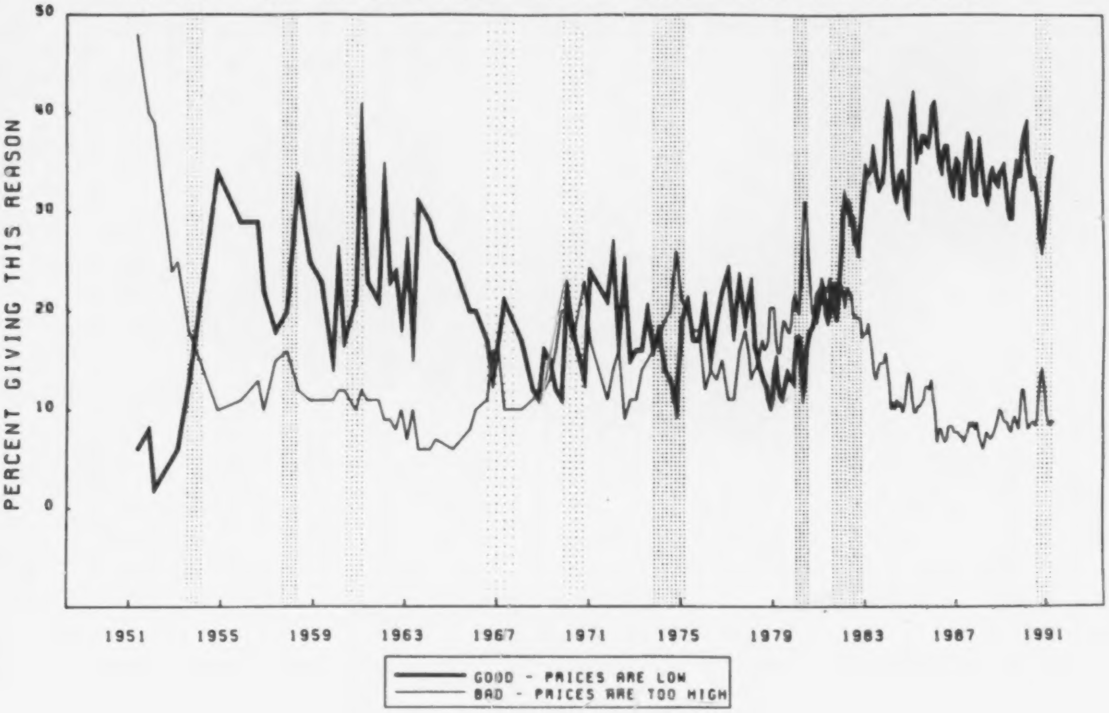


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

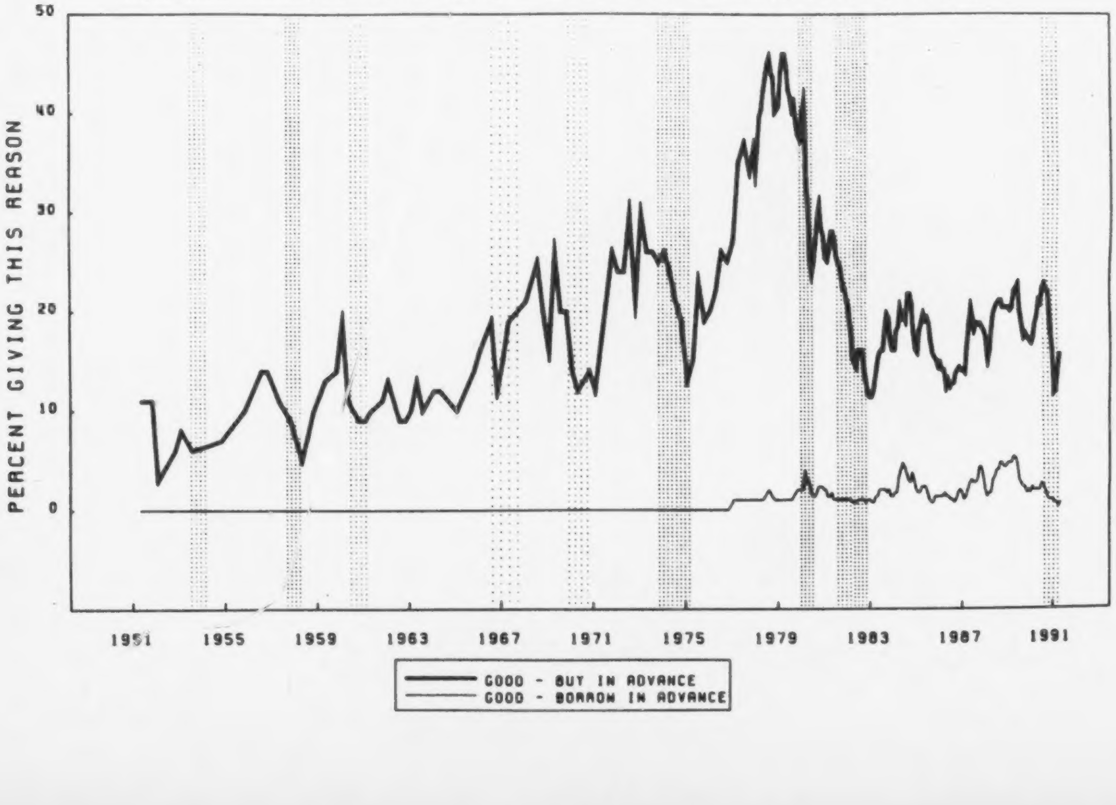


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	32%	31%	37%	30%	26%	26%	27%	30%	31%	33%	36%	35%	36%
Prices won't come down; are going higher	18	23	21	23	24	19	23	14	11	10	15	18	14
Interest rates are low	5	6	3	5	3	2	1	3	3	3	7	7	8
Borrow-in-advance of rising interest rates	3	2	3	2	1	1	1	1	1	*	1	*	1
Times are good; prosperity	5	4	3	3	2	2	1	2	1	4	2	4	1
BAD TIME TO BUY:													
Prices are high	9	8	8	11	14	16	12	9	8	9	8	9	9
Interest rates are high; credit is tight	5	3	3	2	5	5	5	6	6	6	5	6	5
Times are bad; can't afford to buy	2	5	3	5	7	8	8	11	10	15	10	10	13
Bad times ahead; uncertain future	3	2	3	7	8	11	13	17	19	13	8	9	11

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

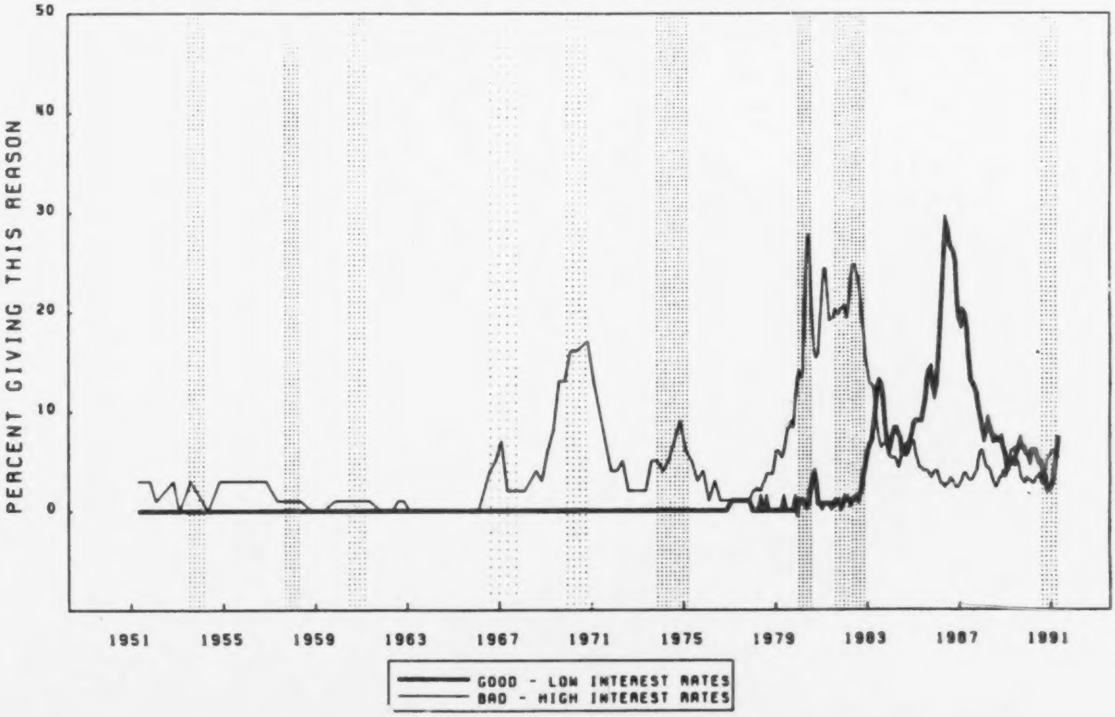


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

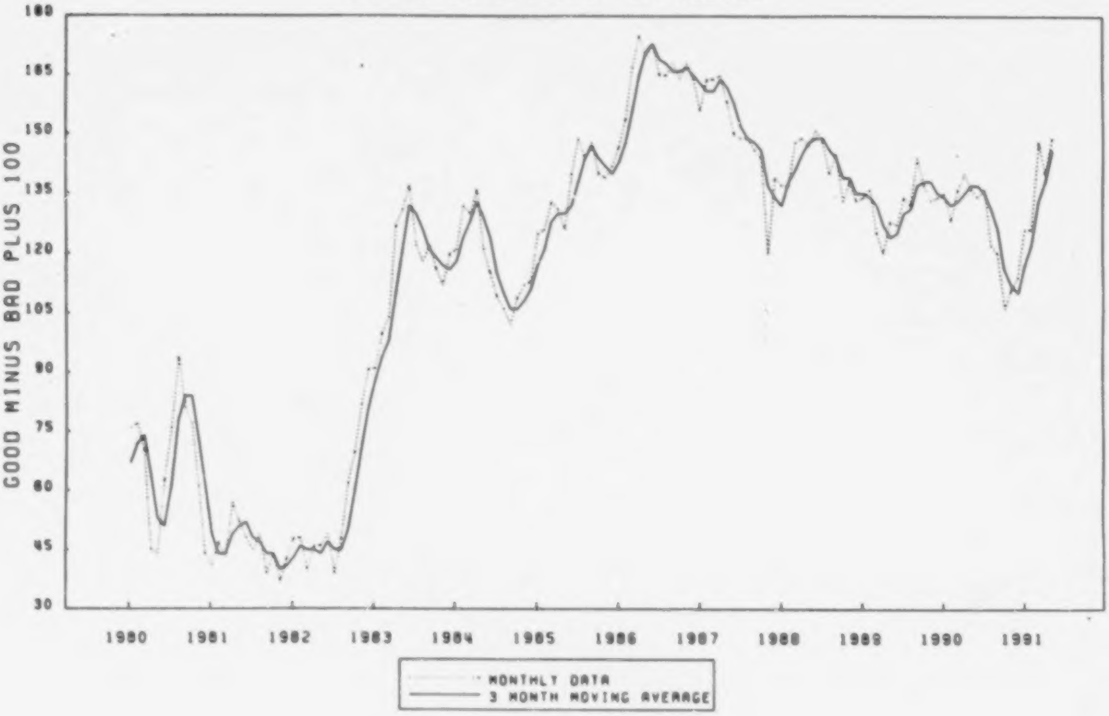


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

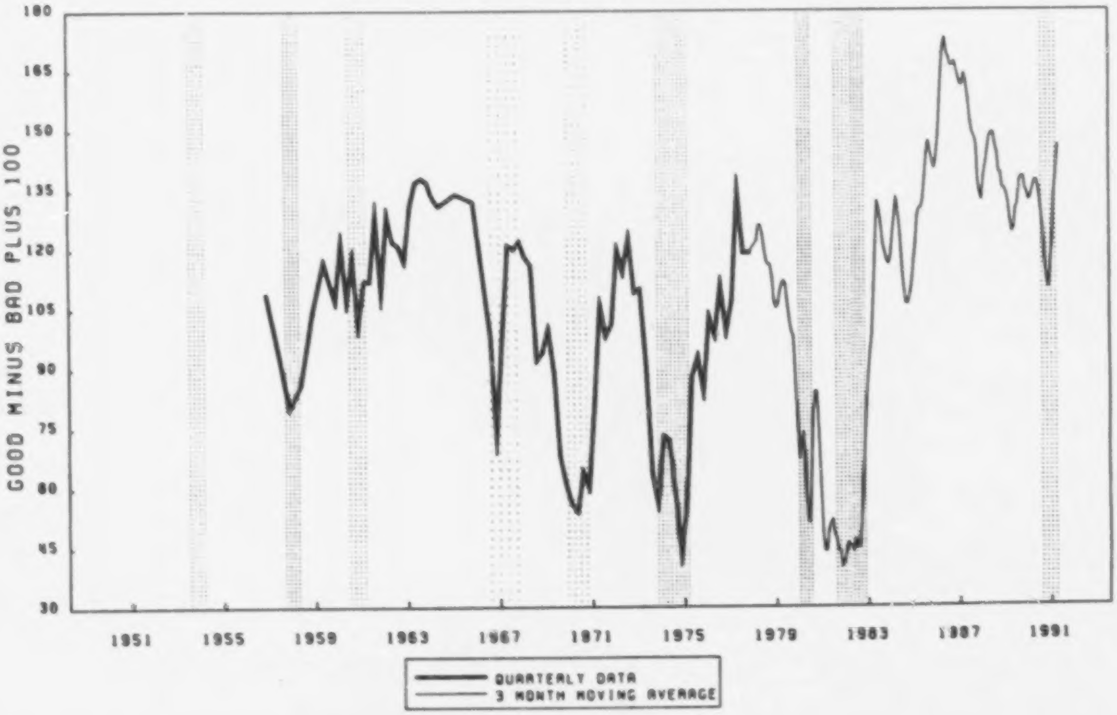


TABLE 23

BUYING CONDITIONS FOR HOUSES

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY	66%	65%	66%	59%	58%	50%	54%	55%	61%	61%	73%	67%	74%
UNCERTAIN, DEPENDS	4	4	4	4	4	6	3	4	4	4	2	6	1
BAD TIME TO BUY	30	31	30	37	38	44	43	41	35	35	25	27	25
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

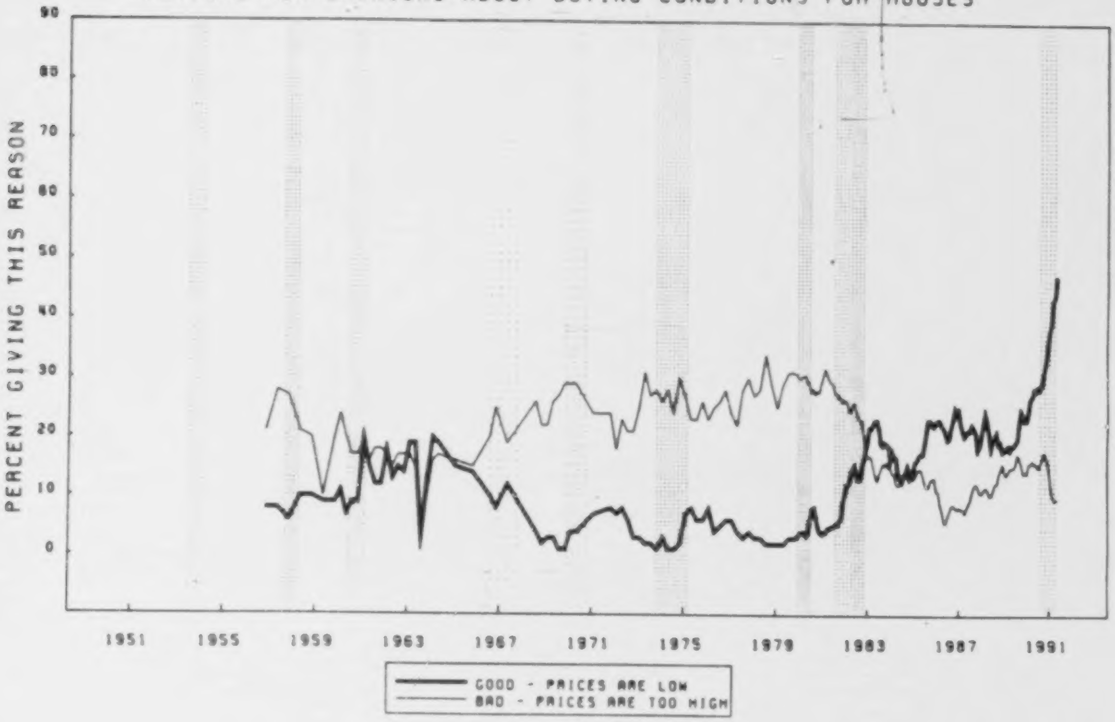


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

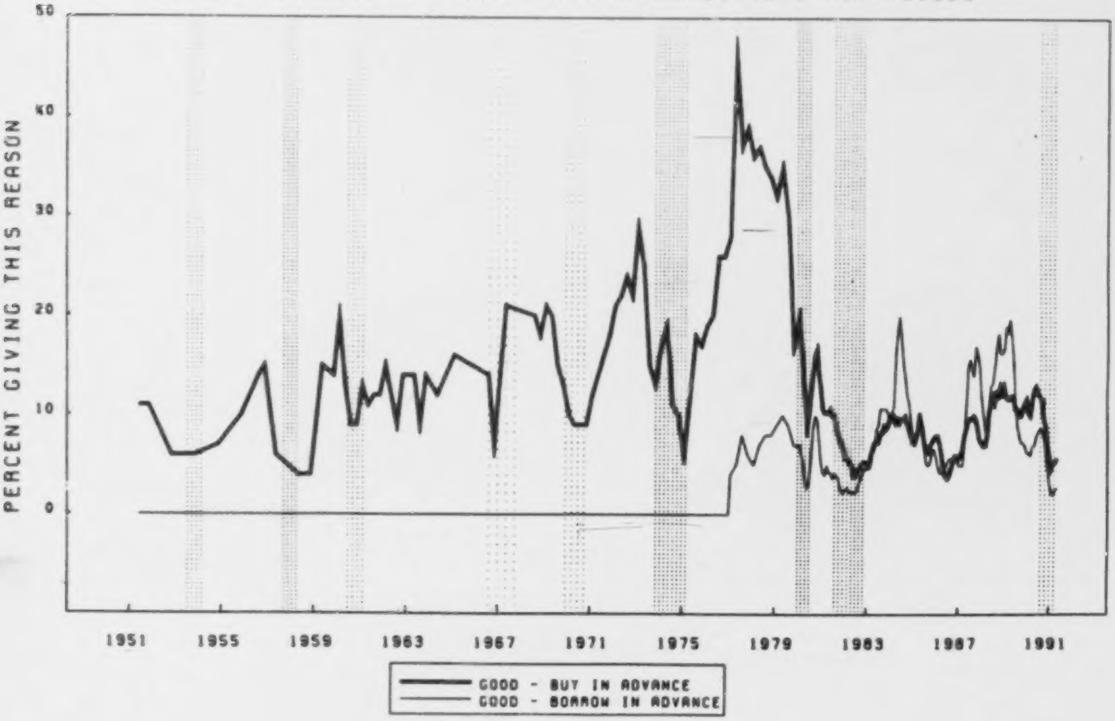


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	29%	28%	29%	28%	30%	34%	34%	38%	42%	39%	49%	44%	49%
Prices won't come down; are going higher	13	12	12	12	11	7	9	5	4	5	7	4	6
Interest rates are low	17	24	24	21	15	11	13	17	31	31	43	43	40
Borrow-in-advance of rising interest rates	8	9	8	9	9	6	5	4	1	2	3	3	2
Good investment	7	9	6	5	7	3	6	3	4	4	3	3	6
Times are good; prosperity	4	1	2	2	1	1	1	1	1	1	2	2	2
BAD TIME TO BUY:													
Prices are high	16	15	14	18	17	18	17	13	11	9	9	11	9
Interest rates are high; credit is tight	14	19	19	20	22	22	20	20	14	12	8	8	9
Times are bad; can't afford to buy	6	4	4	8	7	10	10	10	10	11	11	15	11
Bad times ahead; uncertain future	2	5	1	6	4	12	12	11	10	12	5	4	4

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

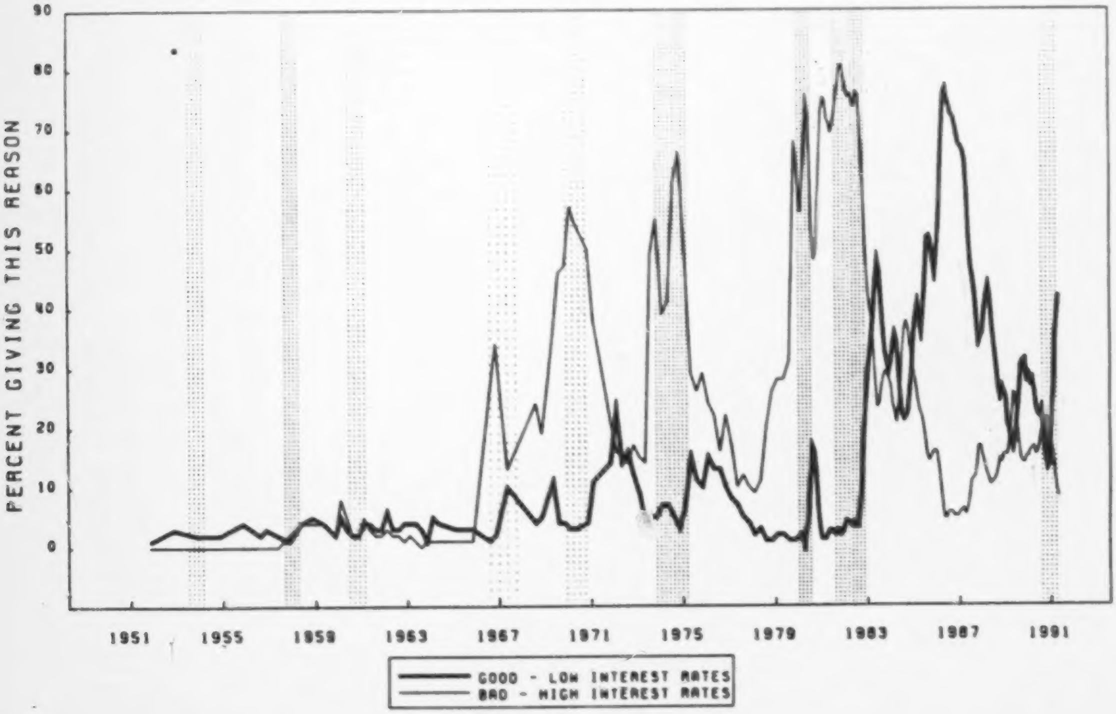


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

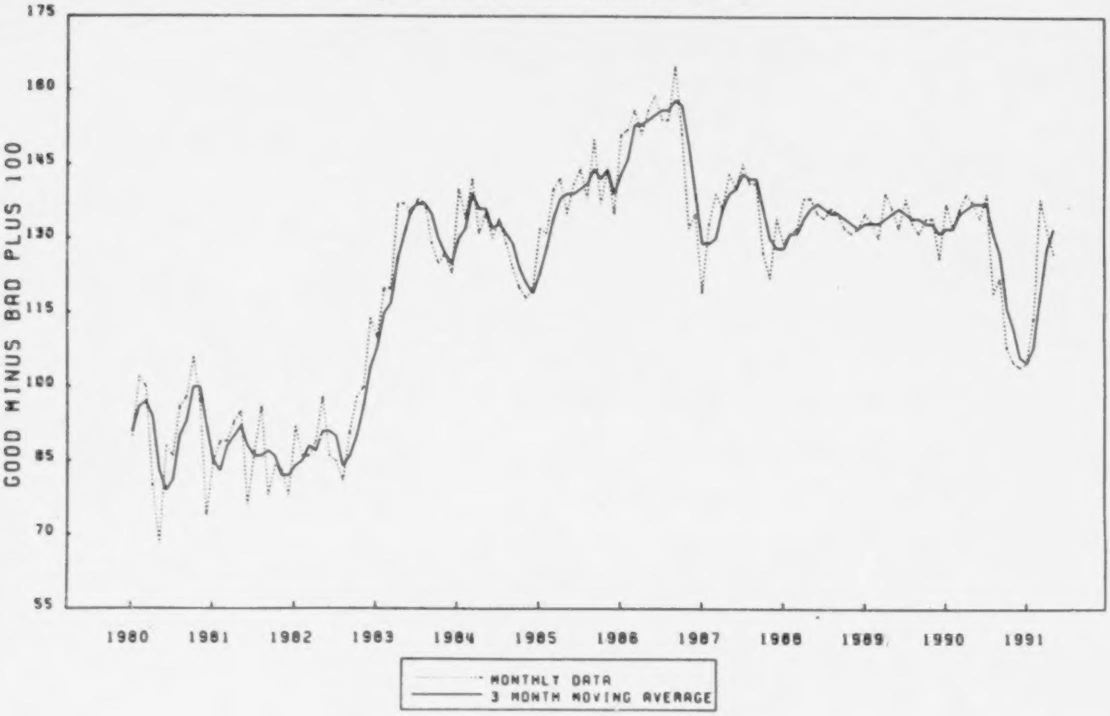


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

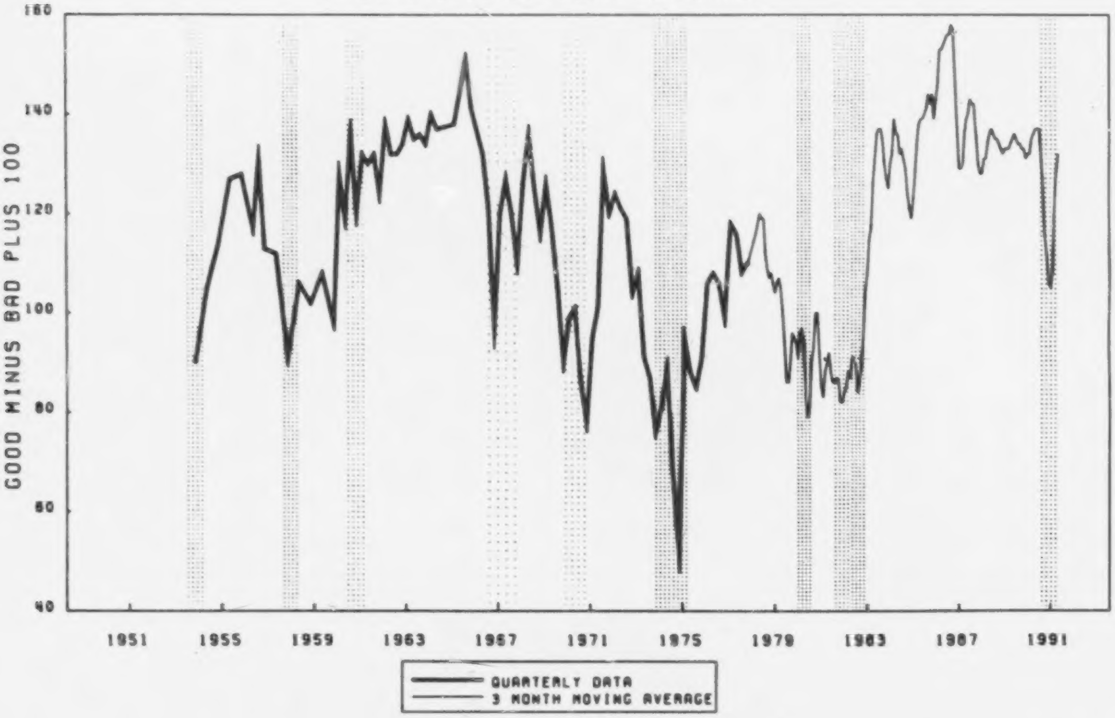


TABLE 25

BUYING CONDITIONS FOR CARS

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY	64%	63%	65%	57%	59%	50%	50%	47%	48%	53%	66%	63%	61%
UNCERTAIN; DEPENDS	9	8	9	5	4	8	5	10	9	8	6	6	5
BAD TIME TO BUY	27	29	26	38	37	42	45	43	43	39	28	31	34
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	504	500	500	500	502	503	501	504	531	504	504	501	500

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

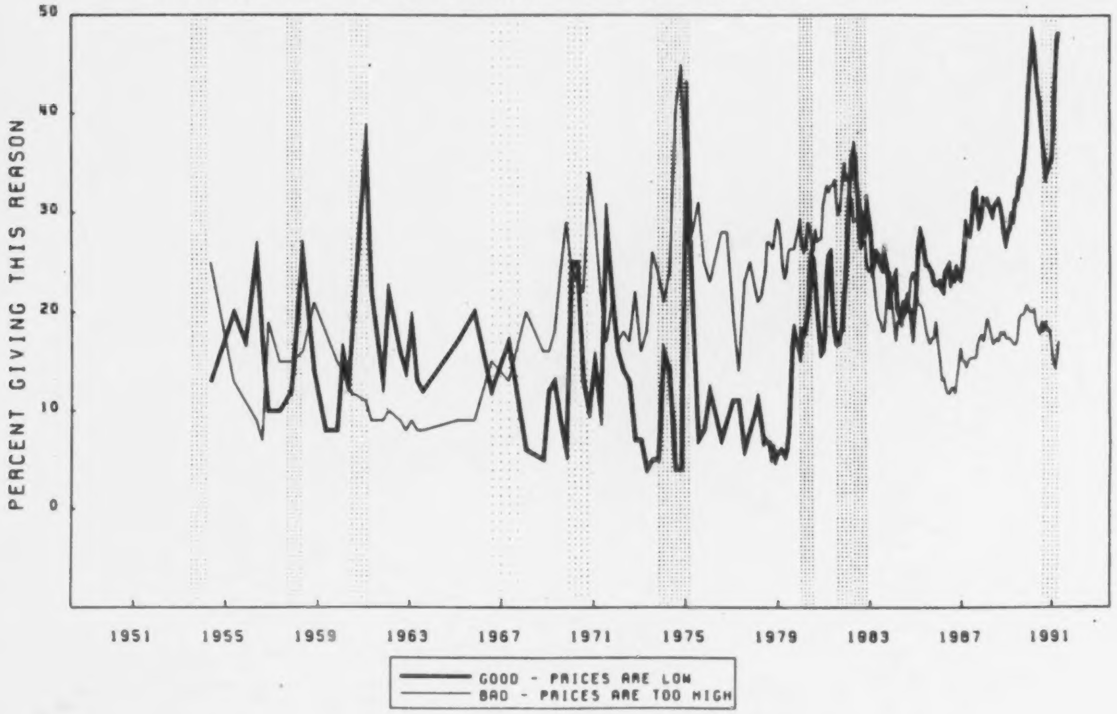


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

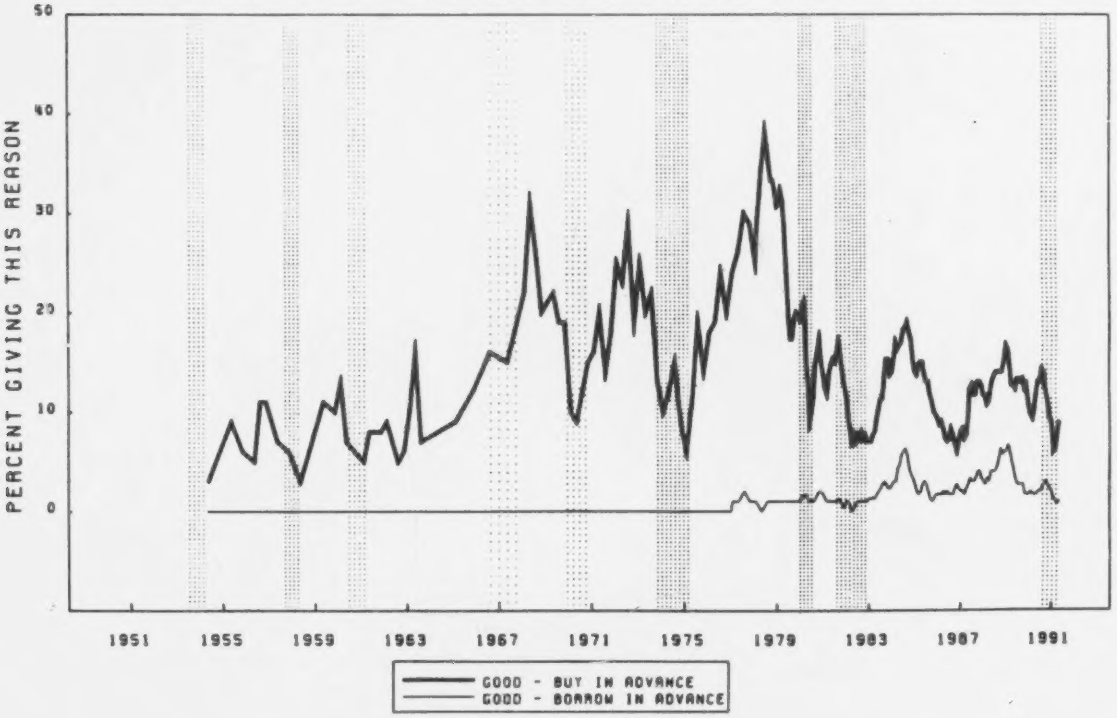
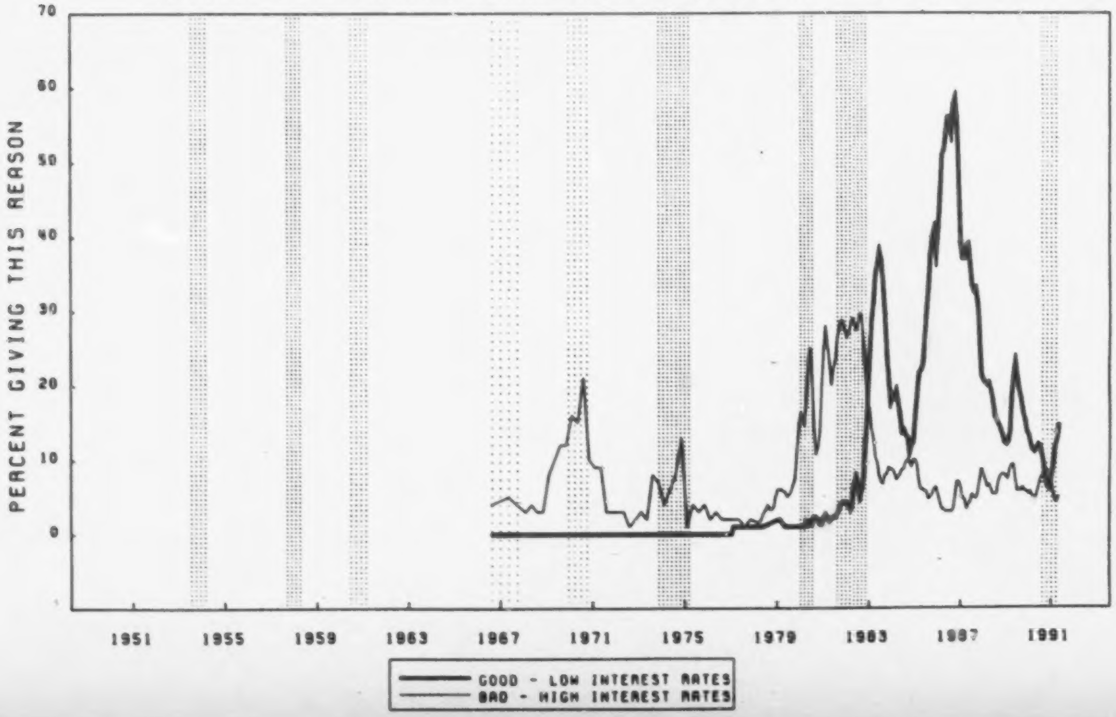


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	May 1990	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	41%	41%	41%	32%	34%	35%	34%	36%	36%	43%	48%	51%	46%
Prices won't come down; are going higher	12	14	13	16	13	8	13	7	7	4	8	11	8
Interest rates are low	12	13	10	9	9	5	5	8	9	10	16	12	16
Borrow-in-advance of rising interest rates	2	2	2	3	3	3	2	2	2	*	1	1	1
Times are good; prosperity	1	2	2	1	1	1	1	1	2	1	2	1	1
New fuel efficient models	1	*	*	1	4	2	1	1	1	1	1	*	1
BAD TIME TO BUY:													
Prices are high	17	20	16	21	17	19	19	17	15	14	14	18	19
Interest rates are high; credit is tight	7	7	7	9	7	8	10	7	6	4	3	6	6
Times are bad; can't afford to buy	2	3	5	3	4	8	6	7	11	11	9	11	10
Bad times ahead; uncertain future	2	3	1	6	5	10	10	13	12	10	4	4	4
Price of gas; shortages	*	1	*	5	10	12	7	7	5	5	1	*	*
Poor selection; quality	3	4	3	3	3	4	4	2	2	3	3	2	2

Responses to the query: "Why do you say so?" following the question on Table 25.
+: May add to more than 100% due to multiple mentions. *: Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

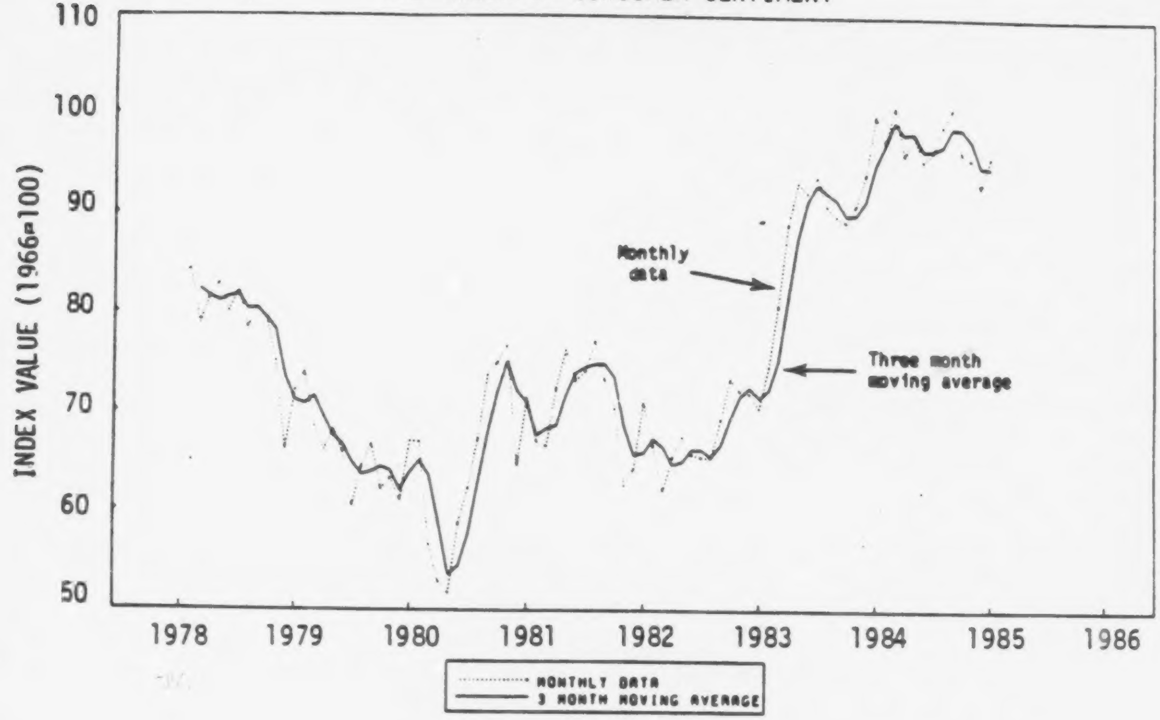
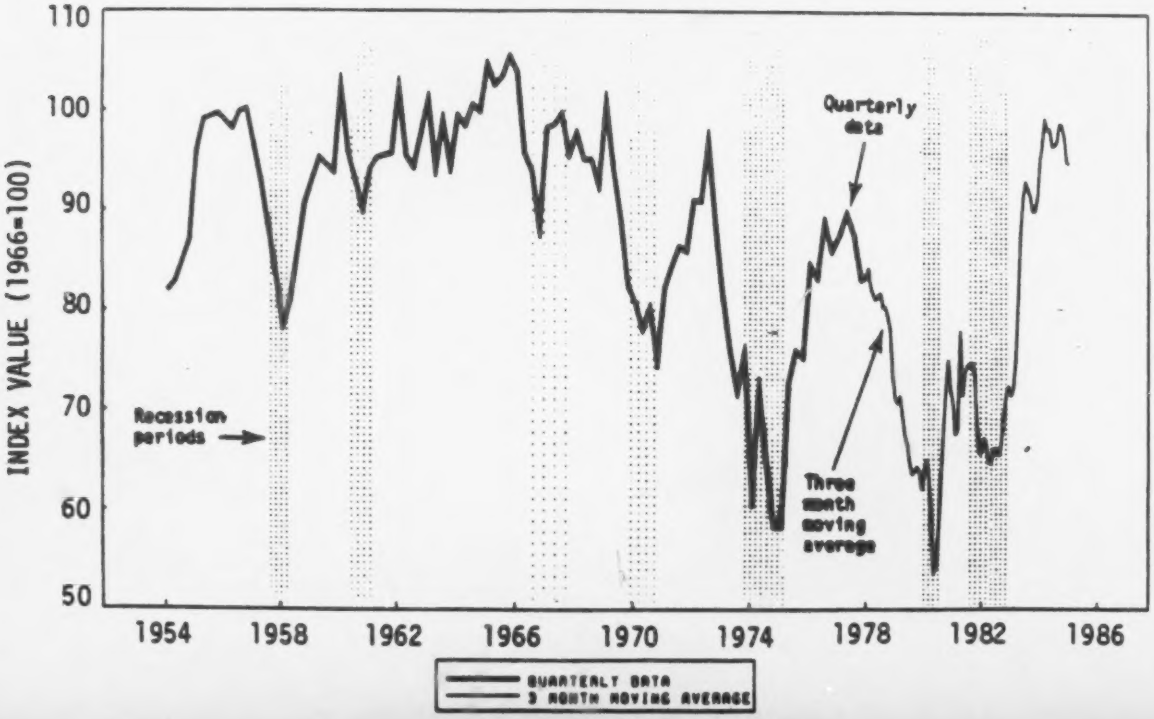


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982
August 1991 -

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

June 1991 Monthly Survey July 12, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

THE END OF THE RECESSION: "LET THE GOOD TIMES CRAWL"

Upward Trend In Confidence

The Index of Consumer Sentiment was 82.1 in the June 1991 survey, up from 78.3 in May. Except for the March surge due to the euphoria at the war's conclusion, the June reading is the highest since the Persian Gulf crisis began last August, and 18.2 Index-points above the October 1990 low. Although the overall nine-month gain in confidence has been substantial, little further improvement has been recorded in recent months, as the Index has remained largely unchanged since April.

The data continue to indicate an improving, but sluggish pace of recovery in consumer spending during the year ahead. The central issue will continue to be consumers ability to buy. Lagging incomes have left consumers less able than willing to buy, resulting in spending gains coming thus far from reduced savings.

The recovery in consumer confidence is but half finished: while the fear and anxiety has largely disappeared, it has yet to be replaced with confidence and optimism. Thus far, most of the gains have been in heightened expectations for future improvement rather than in actual improvements. Until improved economic conditions begin to confirm these expectations, we are unlikely to see further significant gains above the already elevated levels of consumer sentiment.

Northeast Trails Rest of Nation

The slow, uneven pace of the recovery in consumer spending will also reflect significant regional differences. The June improvement was shared by residents of all regions except those living in the Northeast. The largest gains were posted in the South (85.9 in June, up from 79.0 in May), followed by residents of the Midwest (82.5, up from 76.6), and the West (86.6, up from 84.0). In contrast, declines were recorded in the Northeast (to 69.9, from 73.5 in May), leaving sentiment in the Northeast significantly lower than in any of the other regions.

Leading Indicator Posts Improvement

The Index of Consumer Expectations, the component of the Index of Leading Indicators, rose to 75.9 in the June 1991 survey, from 71.5 in May and a low of 50.9 in October 1990. The nine-month gain restored the Expectations Index to within one Index-point of its year earlier level. Most of the gain, however, was recorded by April, with little further change during the past two months.

In contrast to the strong improvement in expectations of future change, consumers' assessments of current economic conditions have posted much smaller gains. In the June 1991 survey, the Index of Current Economic Conditions stood at 91.9, having shown no improvement during the past three months. Compared with the nearly 50% gain in the Expectations Index from its recent low, the Index of Current Economic conditions has gained just 10% over its low reading (91.9, up from 83.7). Thus, while consumers view prospects much more favorably, at present few improvement have been recognized.

Improved Outlook For Economy

The June data indicate that consumers think that the recession's grip on the economy is weakening. To be sure, most families thought that the economy was still in recession. Reports that the economy had already shown some signs of improvement, however, have slowly risen since the start of the year, reaching 25 percent in June 1991, from 18 percent in May and a low of 8 percent in January. Moreover, when asked about news they had heard about recent changes in the economy, significantly fewer families reported hearing of unfavorable developments in the June survey.

These small improvements in the current state of the economy however, have not led consumers to expect an accelerating pace of recovery. Indeed, the proportion of families that expected further gains during the year ahead has remained largely unchanged during the past three months. Nonetheless, improvement in the national economy was almost twice as frequently expected as further declines in June (33 versus 17 percent).

The growing sense that the worst of the recession is now over resulted in an improved short-term outlook for the national economy. Good times in the economy as a whole were expected by 41 percent of all families in June, substantially above the low of 12 percent at year-end 1990. This improved outlook, however, still leaves the opinions nearly evenly divided between those that expected good times as bad times in the economy as a whole (41 versus 39 percent).

Little change has been recorded in prospects for the economy over the longer term. In the June 1991 survey, 30 percent of all families expected good times financially during the next five years, unchanged from one and two months earlier.

Unemployment Prospects: Not Higher, But Not Lower Either

While consumers think that the worst of the recession may be over, significant economic problems are expected to persist without much improvement. Chief among these concerns is unemployment.

Consumers have increasingly viewed the unemployment rate as having reached its peak, but the shift has been toward the view that the unemployment rate would remain largely unchanged at its current high level rather than decline during the year ahead. While many fewer consumers expected a rising unemployment rate in the June 1991 survey than at the start of the year (36 percent, down from 62 percent), the shift in expectations was toward an unchanged unemployment rate (48 percent, up from 29 percent), rather than a declining rate (14 percent, only marginally above the 8 percent in January).

Fewer Expect Further Declines in Interest Rates

Late last year, as the economy slipped deeper into recession, consumers increasingly came to expect declines in interest rates. By the start of 1991, 42 percent expected interest rates to fall. Since then, the proportion that expected interest rate declines has fallen, standing at 29 percent in the June 1991 survey. Rather than increases, the shift since the start of the year has been toward the view that interest rates would remain largely unchanged at their current levels (34 percent in June, up from 21 percent in January).

Inflation Expectations Inch Upward

After repeated declines from last Fall's high of

6.1%, inflation expectations inched upward in the June survey to 4.8%, from 4.6% in May and the recent low of 4.3% in April. For the second quarter as a whole, the average expected inflation rate in the April to June 1991 surveys was the lowest recorded during the past three years.

Personal Finances Remain Weak

The current evidence indicates that the personal financial situation of American families has remained weak. Among all families in the June 1991 survey, the proportion that reported their financial situation had improved was only slightly higher than the proportion that reported it had worsened (35 versus 31 percent). This dreary assessment has remained largely unchanged since the start of the year, as one-in-five households continue to report income declines. Overall, during the first half of 1991 more families reported income declines, and fewer families reported income increases, than at any other time since the recession of the early 1980s.

Consumers' assessments of their personal financial prospects weakened in June, retreating to the levels recorded earlier in the year. Among all families, 33 percent expected their financial situation to improve during the year ahead in the June 1991 survey, down from 37 percent in May.

Buying Attitudes

Following widespread improvements earlier in the year, buying attitudes have remained largely unchanged at those improved levels during the past few months.

An important reason for the improvement recorded earlier in the year was the perception that price discounts would be available. In the past few months these perception, while still quite positive, have waned. More importantly, consumers' concerns about their ability to buy, which rose sharply last fall, have remained high and continue to impede spending plans.

The affordability of major purchases also depends on interest rates and prices, as well as incomes. The declines in mortgage rates at the start of the year helped the housing market, but that help has recently diminished. For vehicle purchases, no such help in the form of reduced interest rates has yet occurred. Moreover, vehicle manufacturers have not been as aggressive with the types of deep discounting that consumers have been taught to expect--which would have also helped on the affordability issue.

Homes. Attitudes toward buying conditions for homes declined slightly in the June 1991 survey from one month earlier, but remained at more favorable levels than earlier in the year. Among all families, 72 percent rated home buying conditions favorably in June, down from 74 percent in May. This level is still well above the 61 percent recorded at the start of the year, and the recent low of 50 percent recorded in October 1990. The recent small decline was due to less favorable views of home mortgage interest rates.

Vehicles. The proportion of households holding favorable attitudes toward buying conditions for vehicles stood at 61 percent in June, unchanged from the May figure. During the past few months, fewer consumers have thought that price discounts would be available during the year ahead (43 percent in June, down from a high of 51 percent in March), while complaints about high vehicle prices rose (20 percent in June, up from a low of 14 percent three months earlier).

Household Durables. Favorable attitudes toward buying conditions for furniture, appliances, and home electronic goods were held by 62 percent of all families in the June 1991 survey, just between the 61 percent recorded one month earlier and the 63 percent recorded three months earlier.

* * *

The June 1991 survey included 501 completed interviews conducted between June 1st and June 30, 1991.

U7475-2A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

JUNE 1991

The June 1991 survey was the 275th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

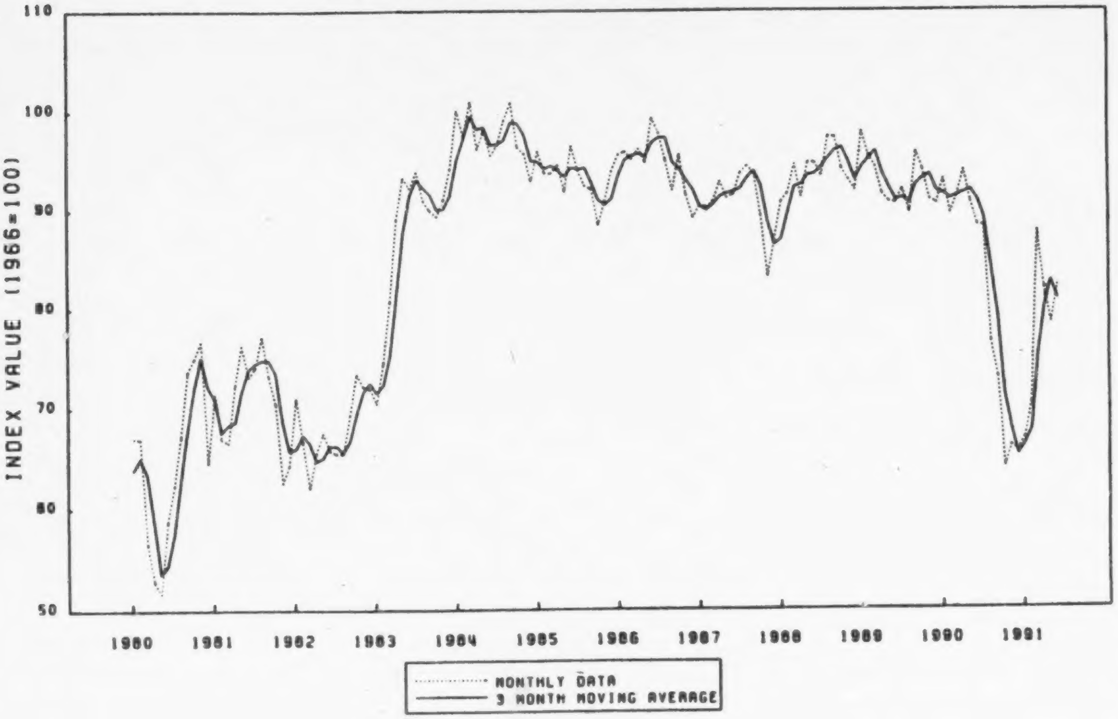


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

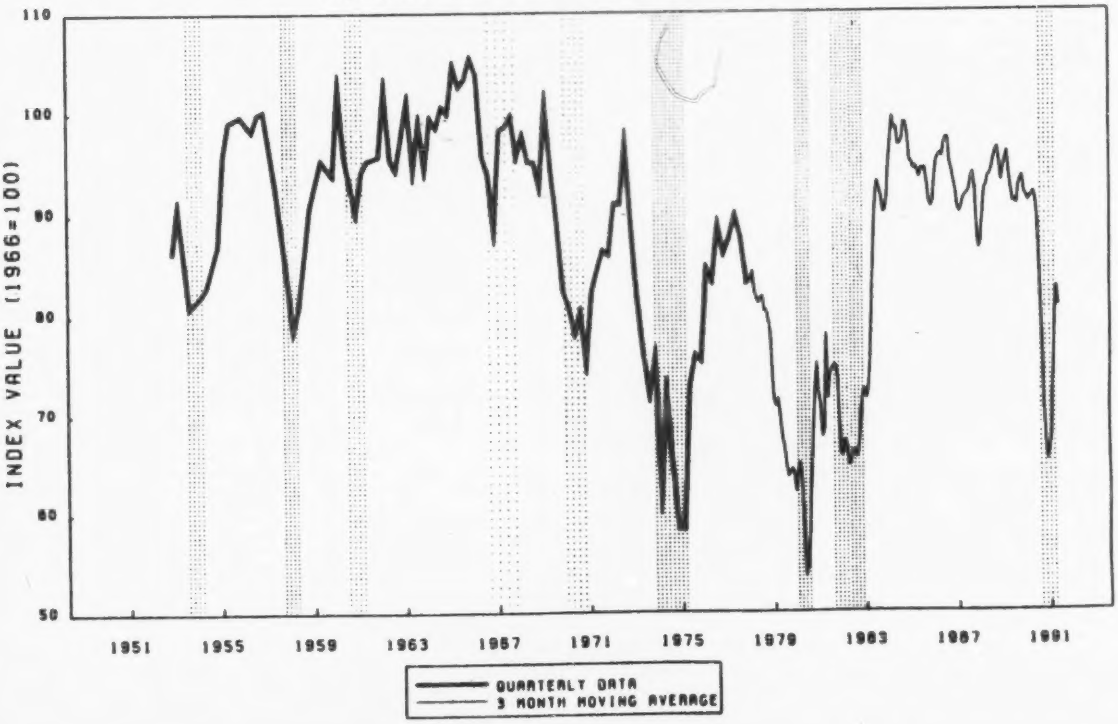


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
June	1988	94.7	102.3	102.7
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3
April	1991	81.8	91.0	91.0
May	1991	78.3	84.3	86.7
June	1991	82.1	88.1	87.2

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

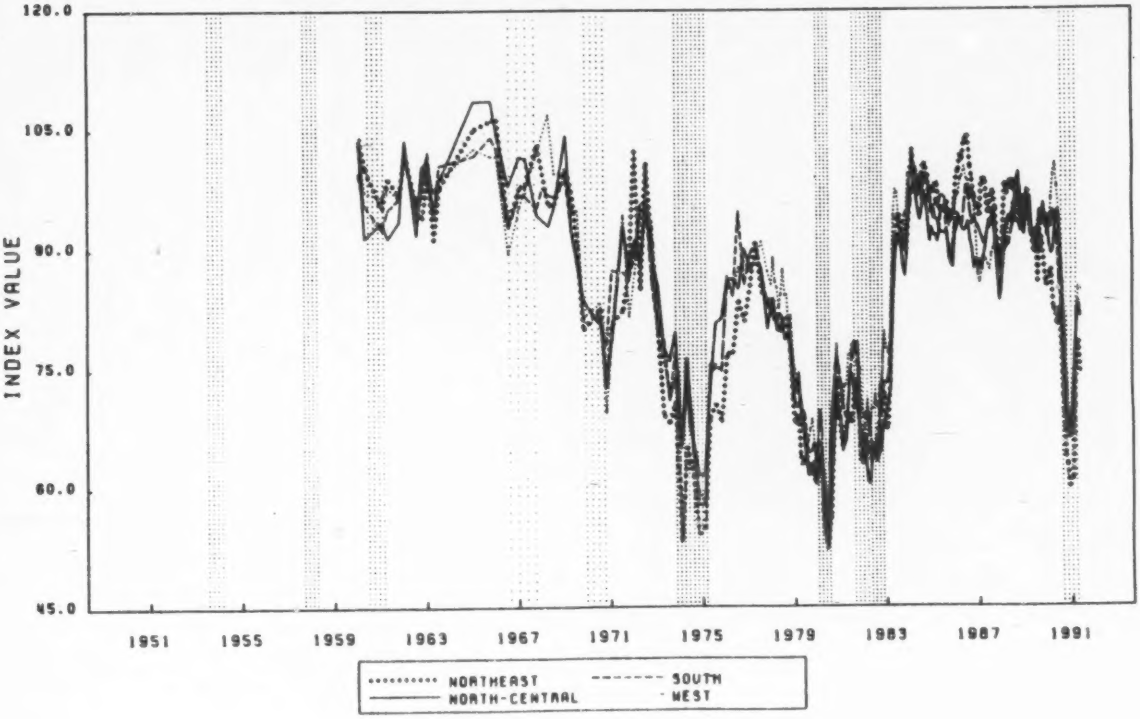


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

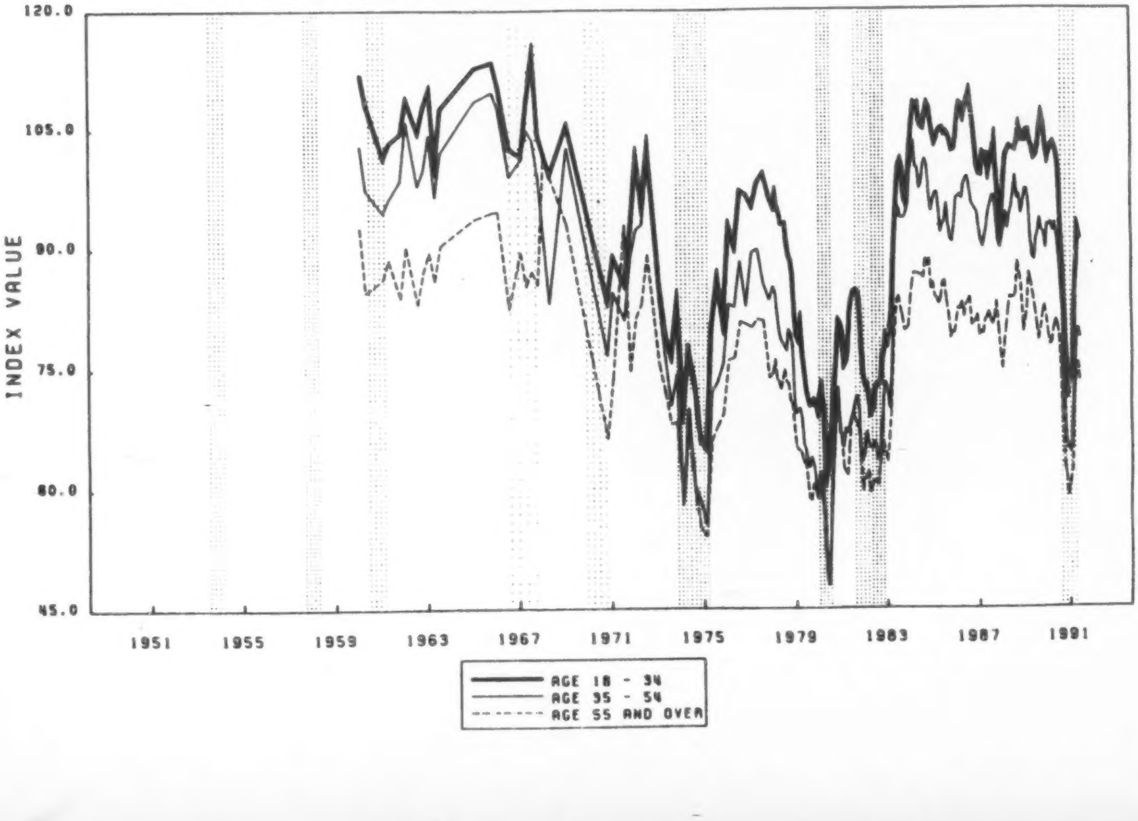


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
June 1988	98.1	91.2	95.9	95.2	103.1	102.0	79.5
July 1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August 1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October 1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November 1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December 1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January 1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February 1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March 1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April 1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May 1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June 1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July 1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August 1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September 1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October 1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November 1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December 1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January 1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February 1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March 1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April 1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1
May 1991	73.5	76.6	79.0	84.0	89.4	73.9	72.1
June 1991	69.9	82.5	85.9	86.6	92.1	80.8	73.4

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

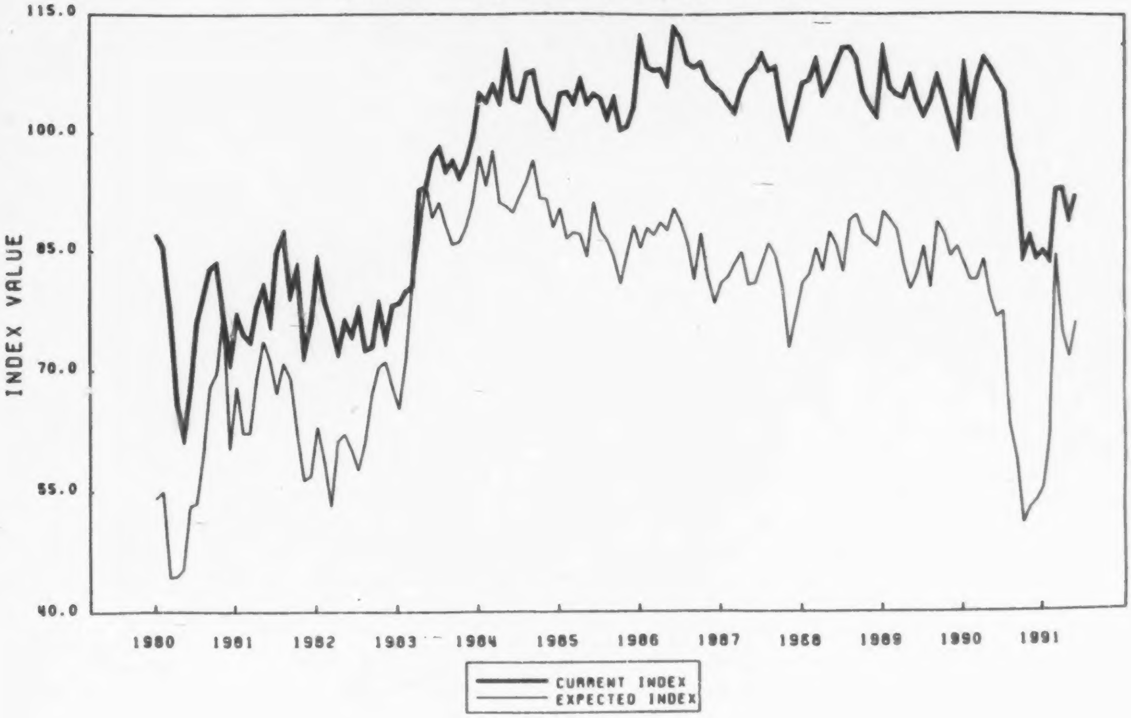


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

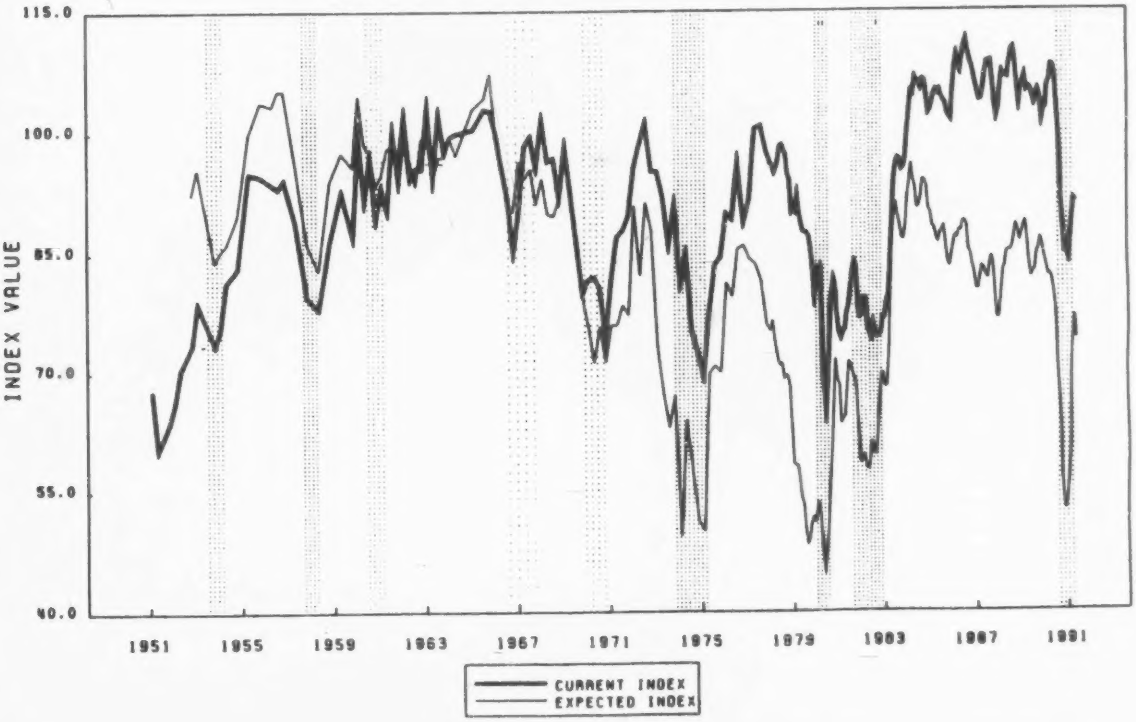


TABLE 3
COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

		INDEX COMPONENTS +						
		Personal finances		Business conditions		Buying conds.	Current Index	Expected Index
		Current	Expected	12 months	5 years			
DATE OF SURVEY		(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
June	1988	119	129	121	95	163	108.6	85.7
July	1988	120	128	106	96	167	110.7	82.3
August	1988	127	127	125	105	160	110.8	88.8
September	1988	127	133	125	102	157	109.4	89.5
October	1988	114	124	129	97	158	105.0	87.0
November	1988	112	128	122	97	156	103.3	86.3
December	1988	114	127	119	98	150	102.0	85.5
January	1989	121	131	128	103	165	110.3	89.9
February	1989	120	130	128	99	154	105.7	88.8
March	1989	116	131	123	98	156	104.8	87.6
April	1989	113	130	113	91	158	104.4	83.2
May	1989	121	125	107	89	157	107.1	80.1
June	1989	115	123	115	90	155	104.1	82.0
July	1989	112	123	124	96	152	102.1	85.5
August	1989	114	126	109	88	156	103.9	80.3
September	1989	117	129	127	101	161	107.1	88.6
October	1989	114	134	124	93	156	104.4	87.2
November	1989	116	130	116	92	146	101.2	84.3
December	1989	115	129	115	99	140	98.2	85.5
January	1990	116	124	119	92	164	108.0	83.4
February	1990	108	126	111	90	157	102.3	81.3
March	1990	117	125	108	93	160	106.9	81.3
April	1990	122	136	110	92	162	109.4	83.9
May	1990	119	126	110	83	161	108.1	79.3
June	1990	119	125	100	83	158	106.5	76.6
July	1990	115	127	98	84	158	105.1	77.3
August	1990	105	119	63	68	147	97.5	62.9
September	1990	106	112	53	68	139	94.7	58.8
October	1990	91	105	43	54	126	84.2	50.9
November	1990	97	112	41	56	127	86.7	52.8
December	1990	98	110	40	63	119	84.0	53.7
January	1991	104	118	46	55	115	84.9	55.2
February	1991	96	120	56	71	120	83.7	62.0
March	1991	102	126	113	100	137	92.7	84.5
April	1991	99	122	98	79	141	92.8	74.7
May	1991	102	124	85	78	128	89.0	71.5
June	1991	104	120	102	81	133	91.9	75.9

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21.
+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

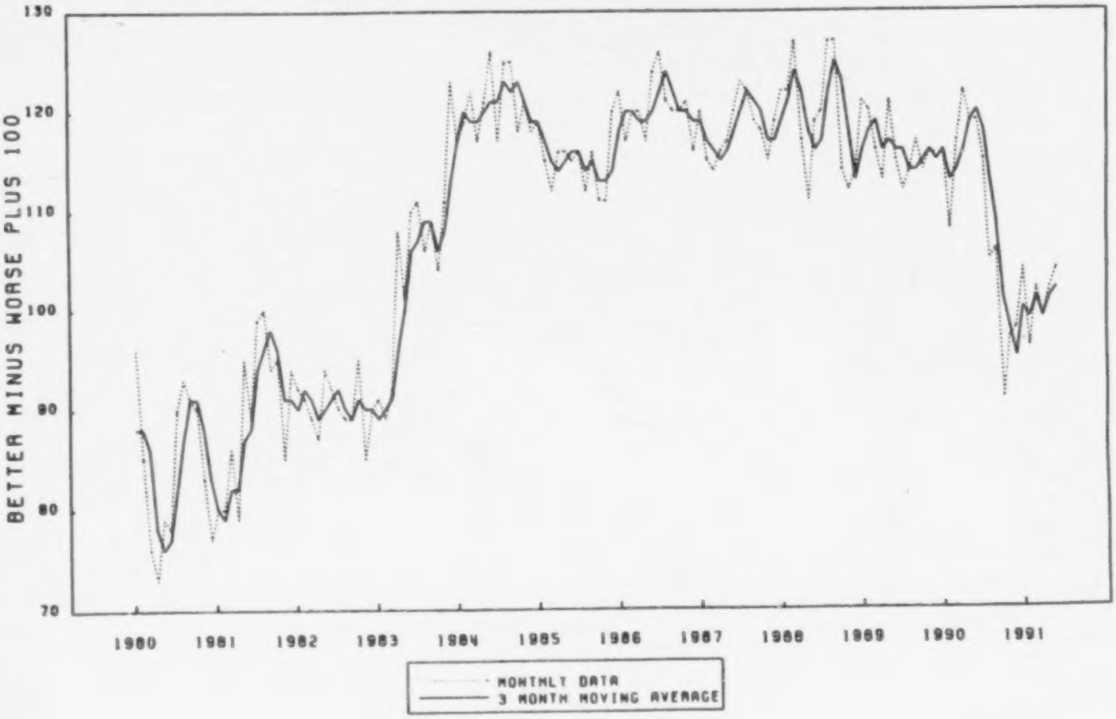


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

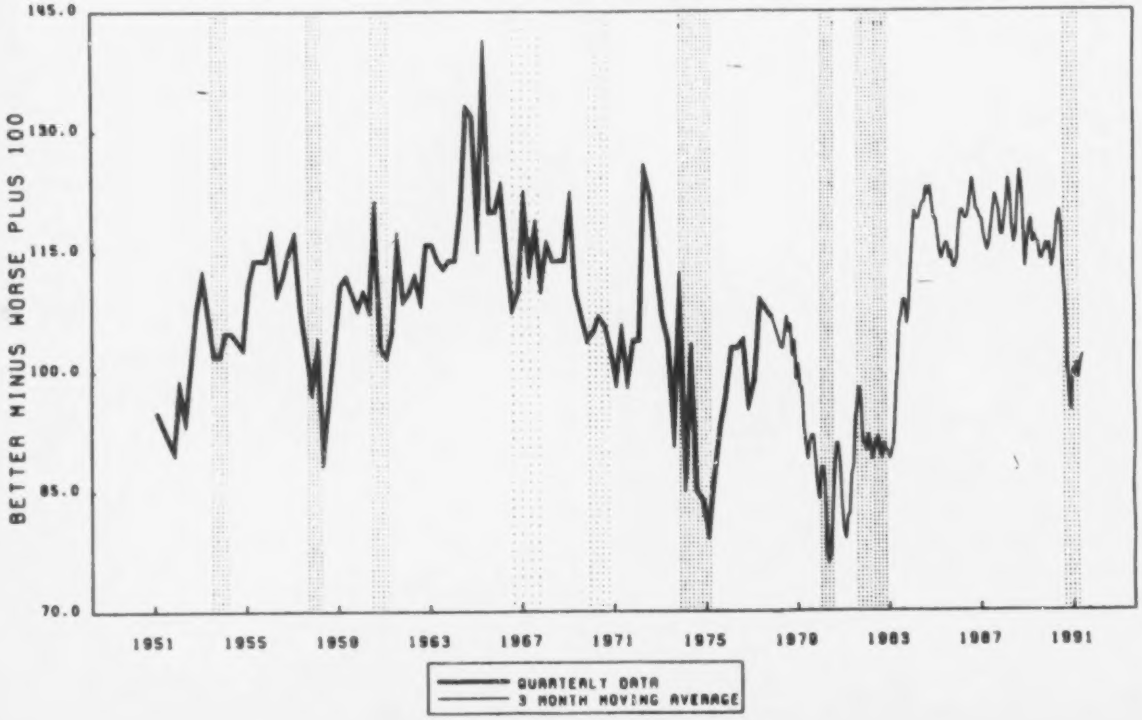


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
BETTER OFF	43%	43%	36%	36%	30%	35%	33%	34%	32%	35%	34%	36%	35%
SAME	33	29	33	34	31	27	32	35	32	31	30	30	33
WORSE OFF	24	28	31	30	39	38	35	30	36	33	35	34	31
DK,NA	*	*	*	*	*	*	*	1	*	1	1	*	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

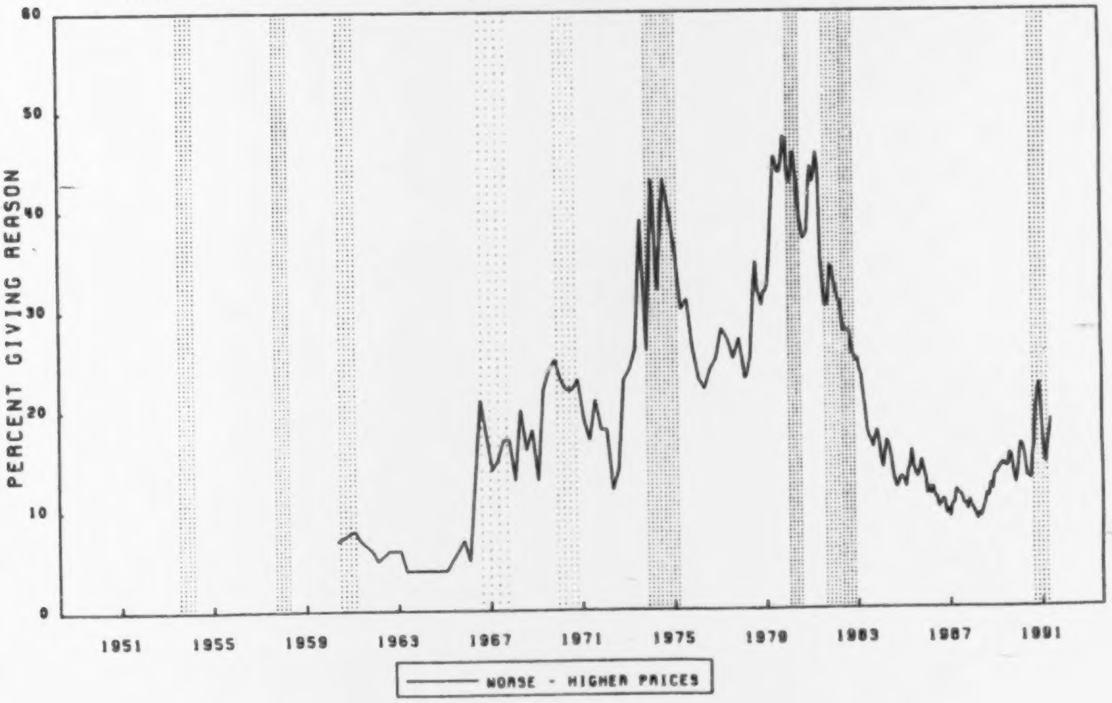


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

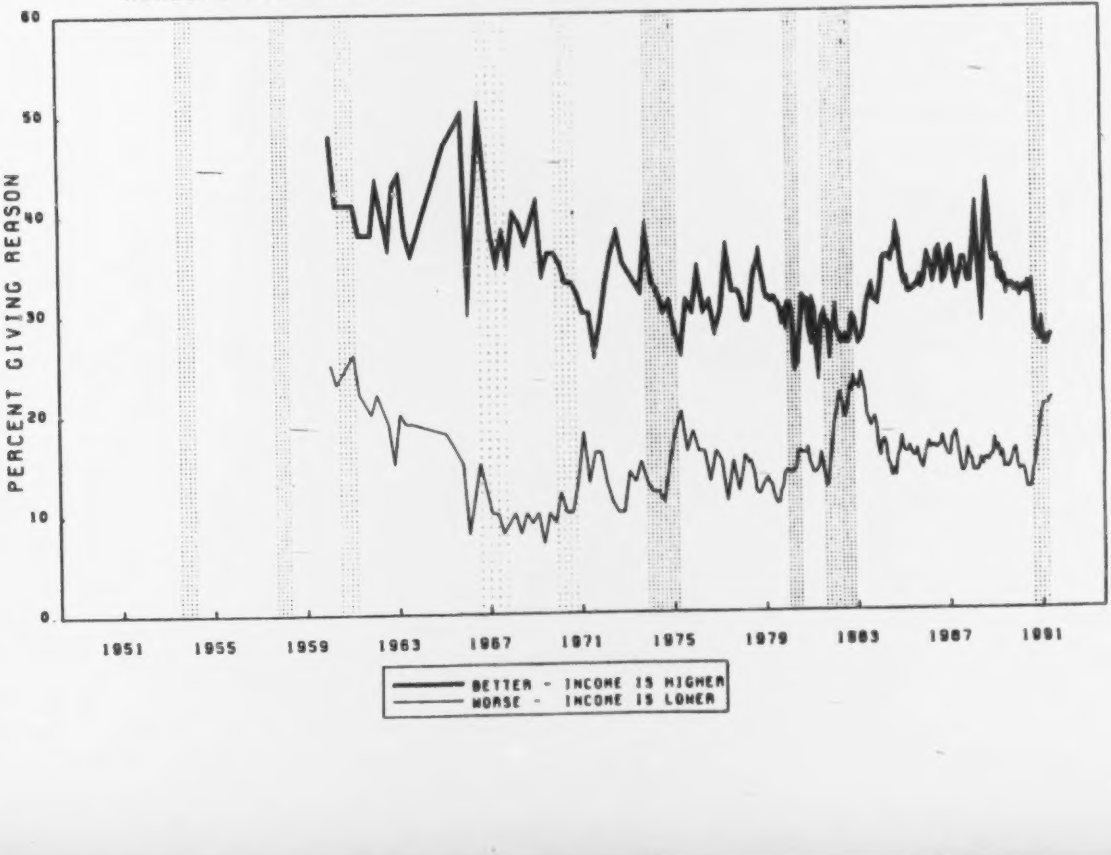


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	34%	32%	31%	28%	24%	30%	27%	28%	25%	26%	28%	27%	27%
WORSE OFF THAN YEAR AGO:													
Income is lower	11	13	17	13	19	19	18	22	21	18	22	22	19
Higher prices	15	12	18	18	24	23	20	14	15	14	18	19	19

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

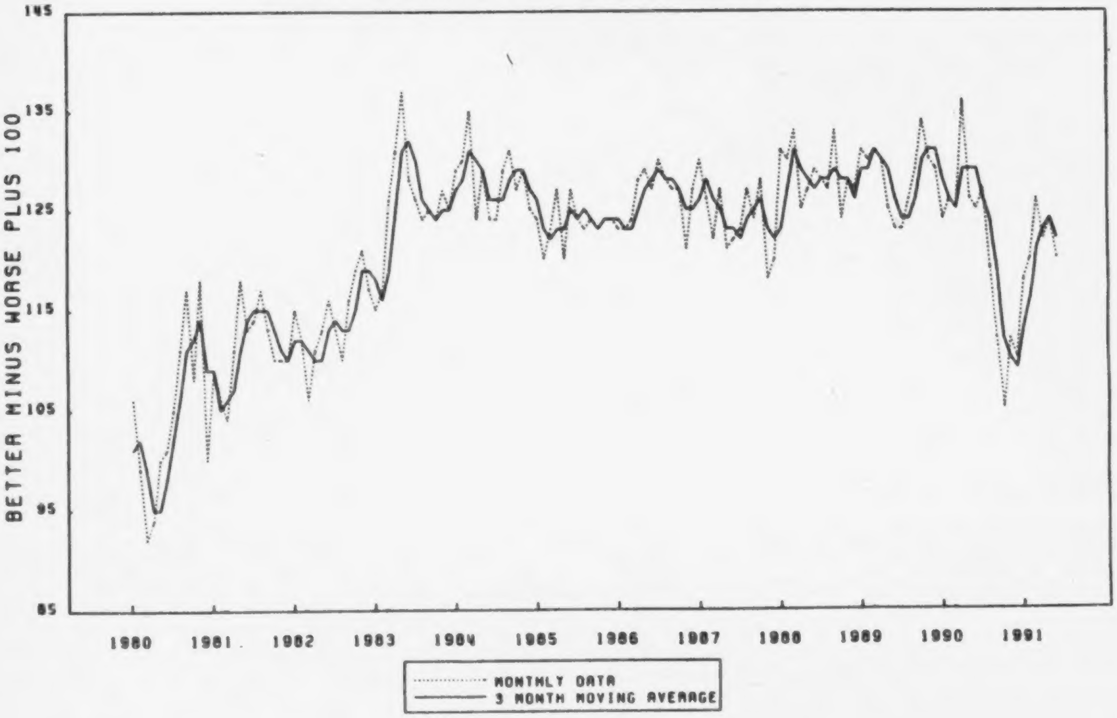


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

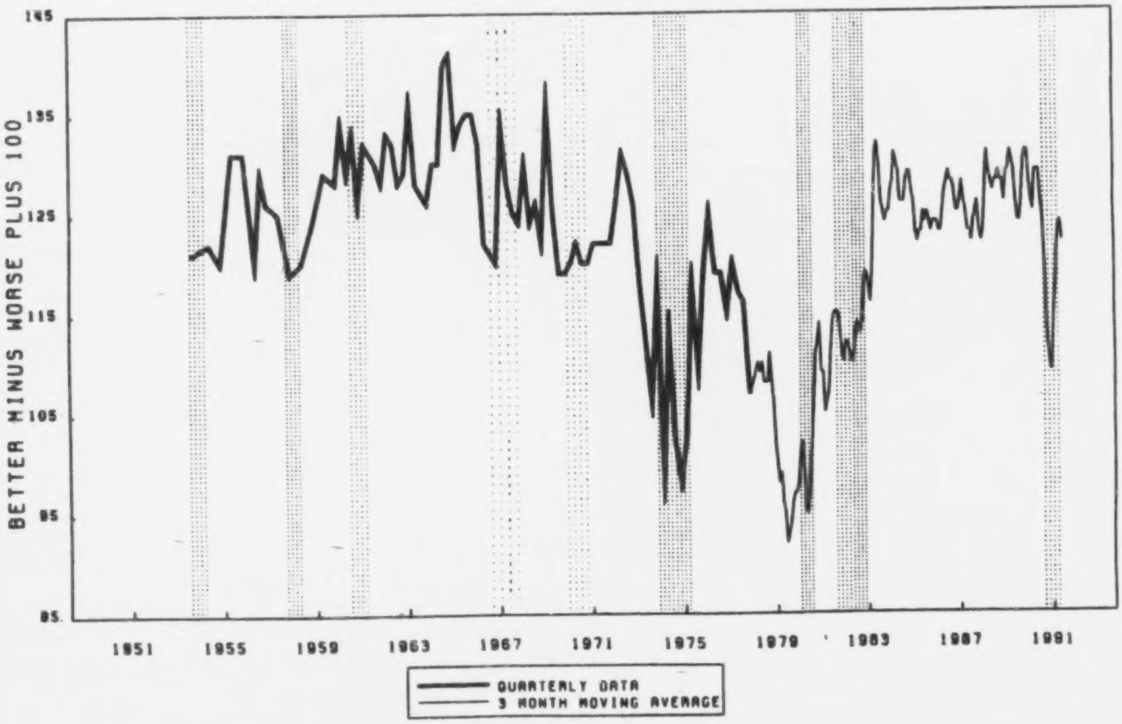


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
BETTER OFF	36%	37%	32%	29%	29%	31%	26%	32%	32%	36%	34%	37%	33%
SAME	50	51	52	52	44	46	54	51	53	50	51	46	50
WORSE OFF	11	10	13	17	24	19	16	14	12	10	12	13	13
DK,NA	3	2	3	2	3	4	4	3	3	4	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

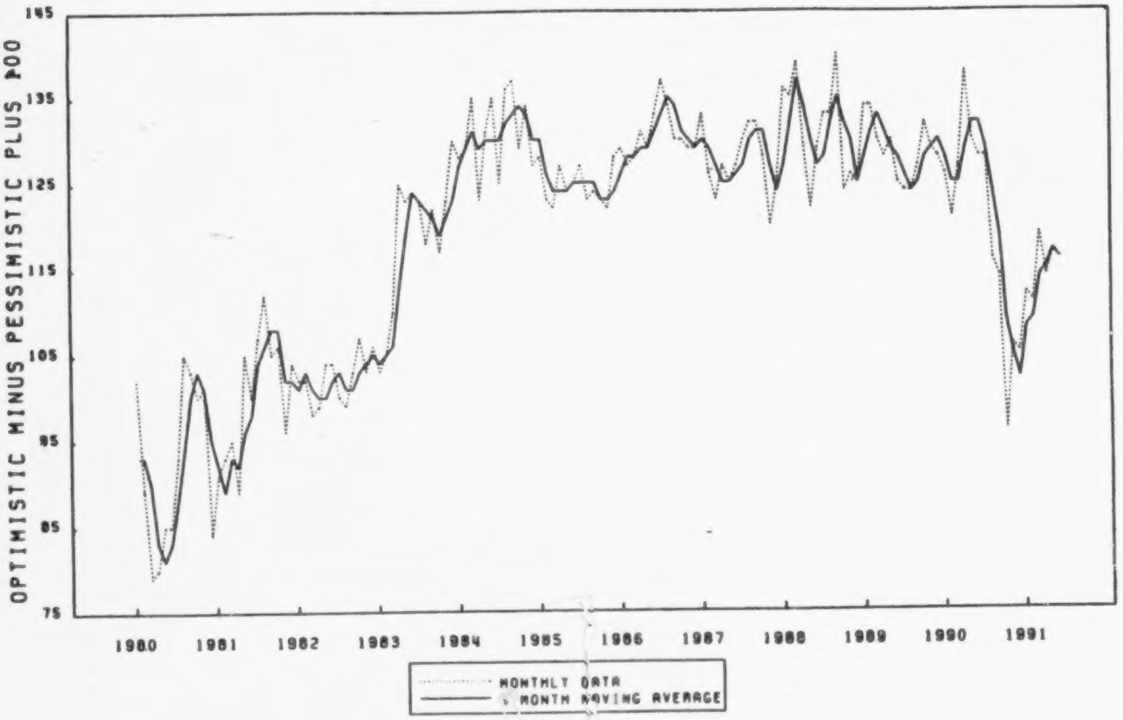


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

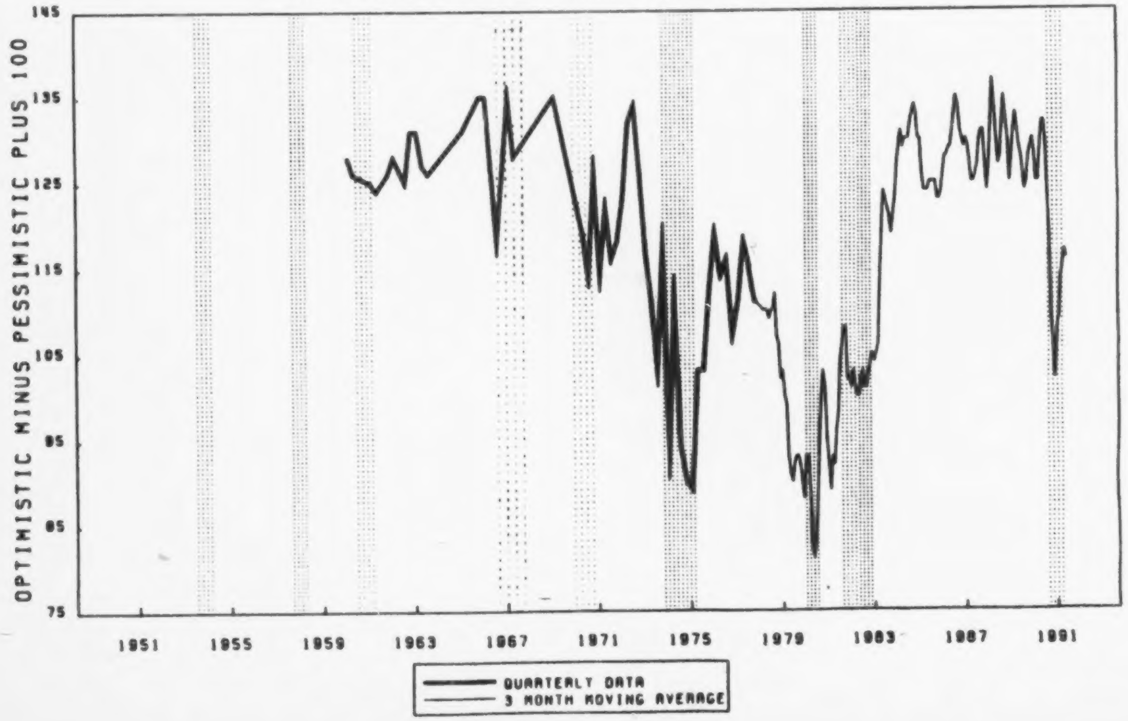


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	19%	21%	14%	14%	13%	15%	12%	16%	13%	16%	14%	18%	16%
Intermittant increase(b)	29	26	28	26	20	23	24	22	25	24	27	24	25
Remain unchanged (c)	18	20	18	21	15	13	18	21	19	20	16	16	19
Intermittant decline (d)	16	13	20	17	25	23	22	20	20	16	21	18	18
Continuous decline (e)	4	6	6	9	12	9	9	6	7	5	6	7	7
Mixed change (f)	11	12	11	11	12	13	11	11	13	14	13	13	11
DK,NA	3	2	3	2	3	4	4	4	3	5	3	4	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

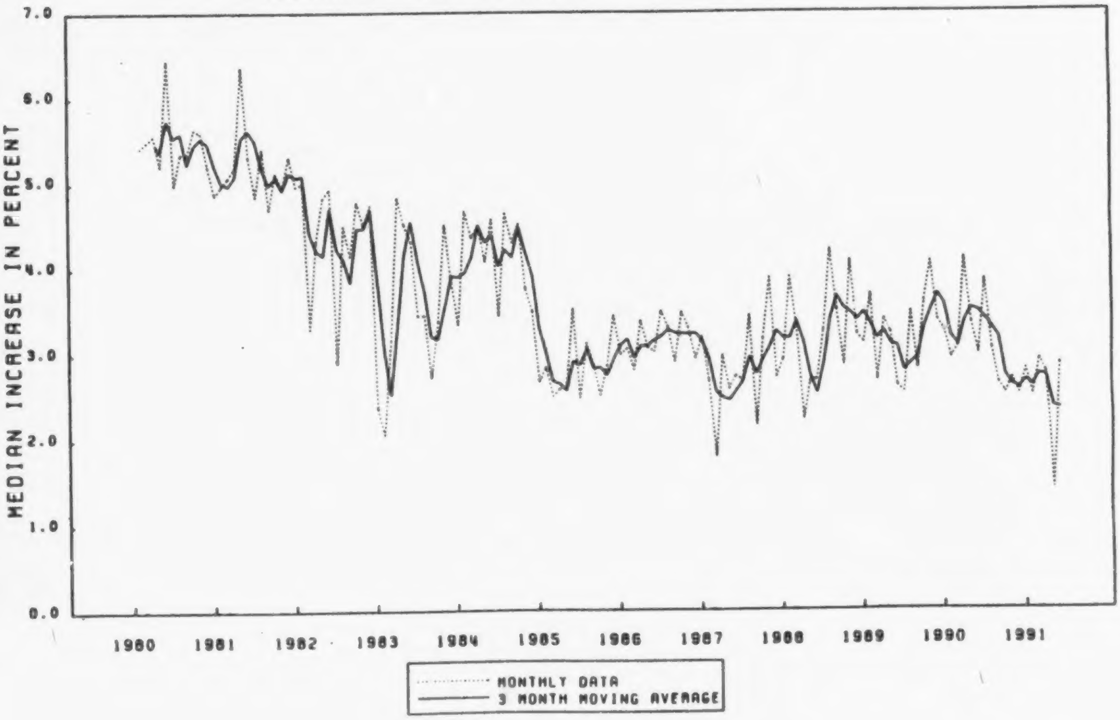


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

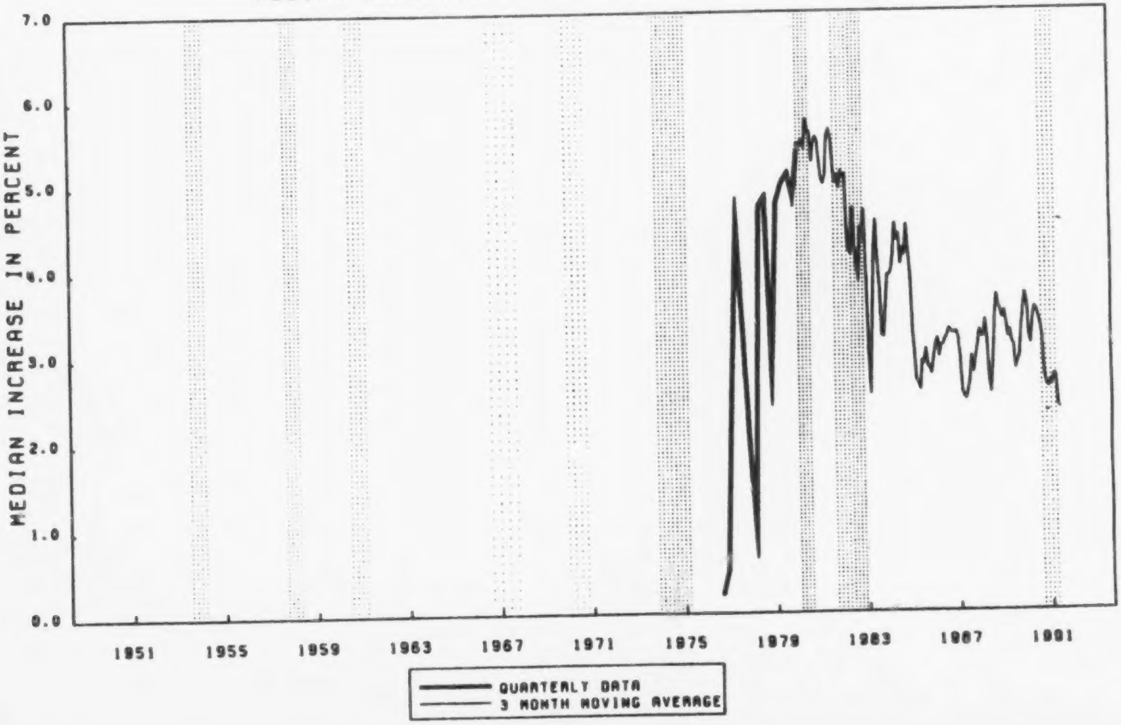


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
EXPECT INCREASE:													
1-4%	17%	16%	17%	17%	14%	19%	17%	15%	19%	13%	16%	14%	15%
5%	10	14	9	10	13	13	14	11	12	13	11	9	13
6-9%	9	8	10	8	5	4	5	7	6	7	6	6	4
10-24%	12	15	17	12	13	15	12	12	12	13	16	14	14
25% or more	9	8	6	6	6	5	6	8	6	7	5	7	7
DK how much up	3	3	2	4	5	3	4	5	4	5	4	4	4
EXPECT SAME	25	25	25	28	26	24	25	29	24	28	28	29	25
EXPECT DOWN	15	9	13	14	17	17	17	12	16	12	14	15	17
DK,NA	*	2	1	1	1	*	*	1	1	2	*	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES

INCOME OR PRICES UP MORE NEXT YEAR

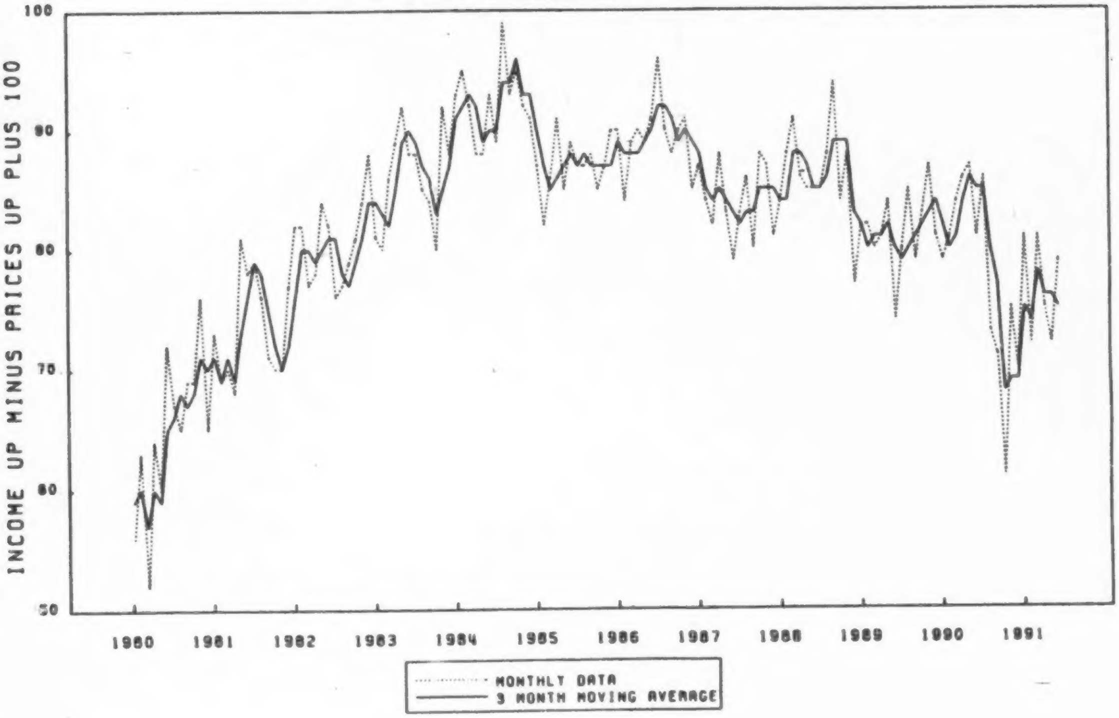


CHART 9 - HISTORICAL SERIES

INCOME OR PRICES UP MORE NEXT YEAR

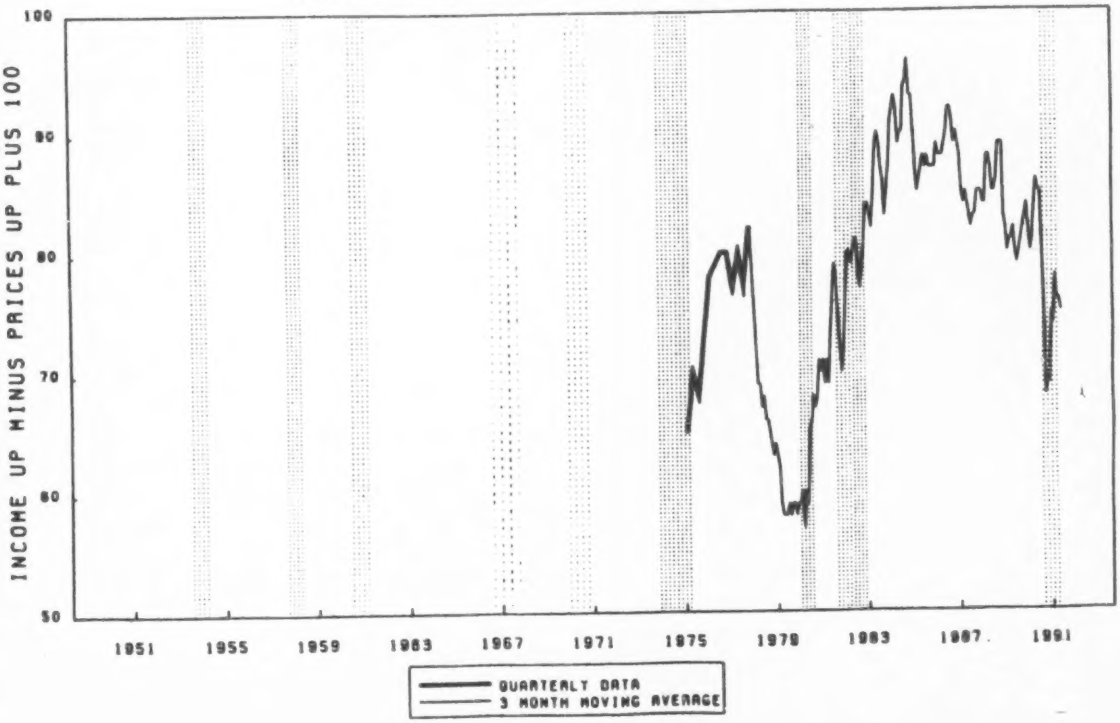


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
INCOME UP MORE	18%	21%	18%	14%	12%	16%	15%	18%	15%	18%	15%	17%	17%
INCOME UP SAME	44	42	37	42	35	41	38	45	40	44	43	37	42
PRICES UP MORE	37	35	45	43	51	41	45	37	43	37	40	45	38
DK,NA	1	2	*	1	2	2	2	*	2	1	2	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

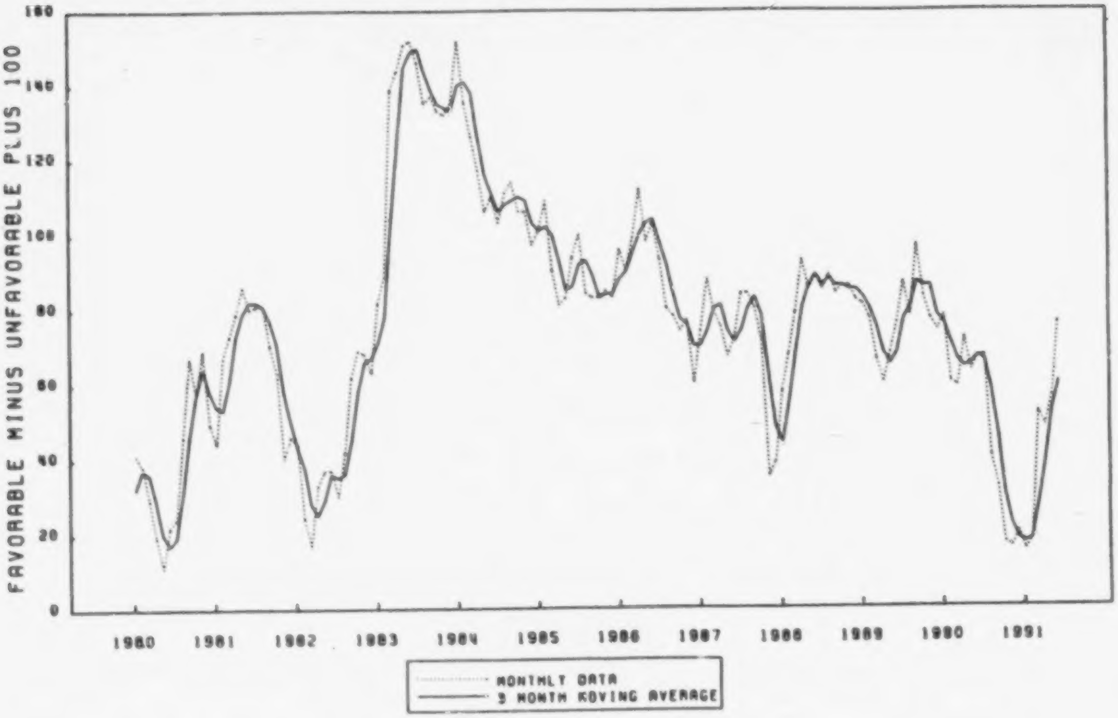


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

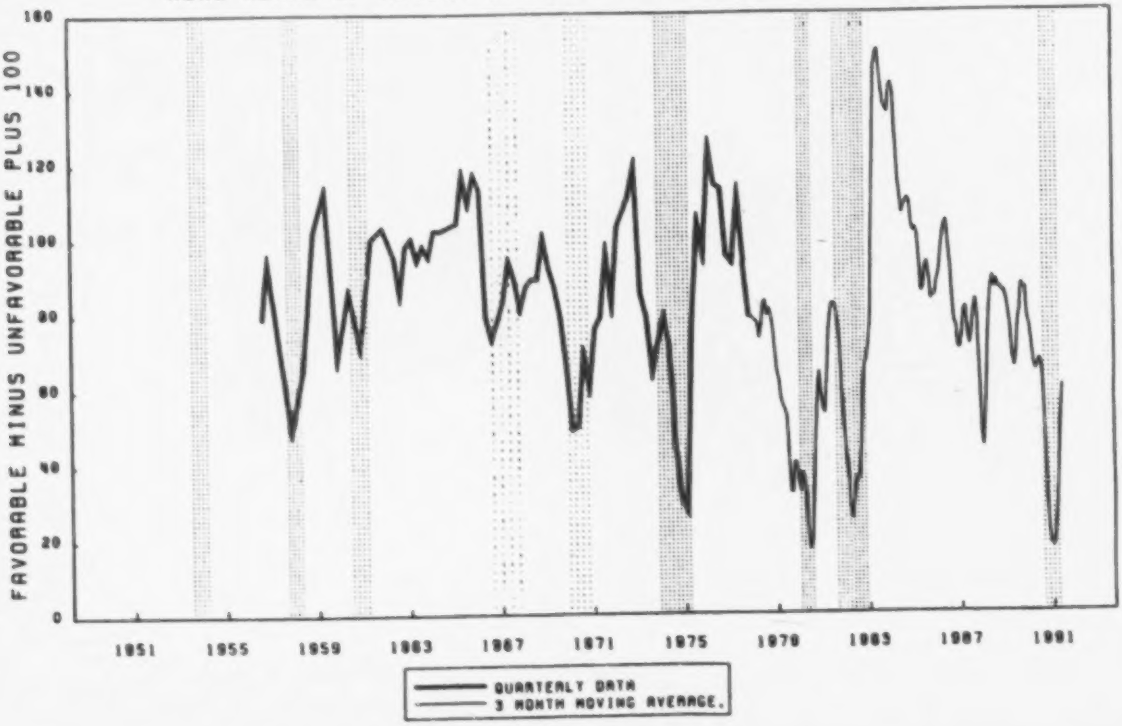


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
FAVORABLE NEWS	22%	18%	16%	10%	8%	8%	11%	9%	13%	27%	24%	27%	32%
UNFAVORABLE NEWS	55	51	76	78	91	92	91	94	95	75	76	71	56
NO MENTIONS	48	54	39	44	35	37	33	32	31	35	35	37	42

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

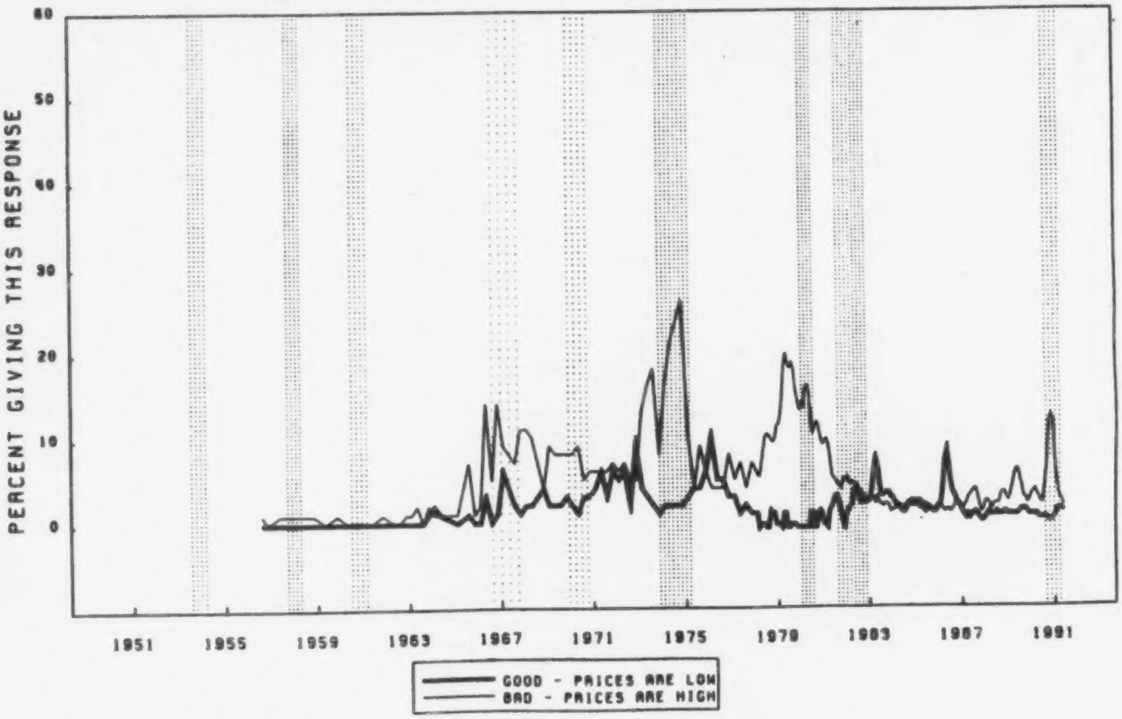


CHART 11B - HISTORICAL SERIES

TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

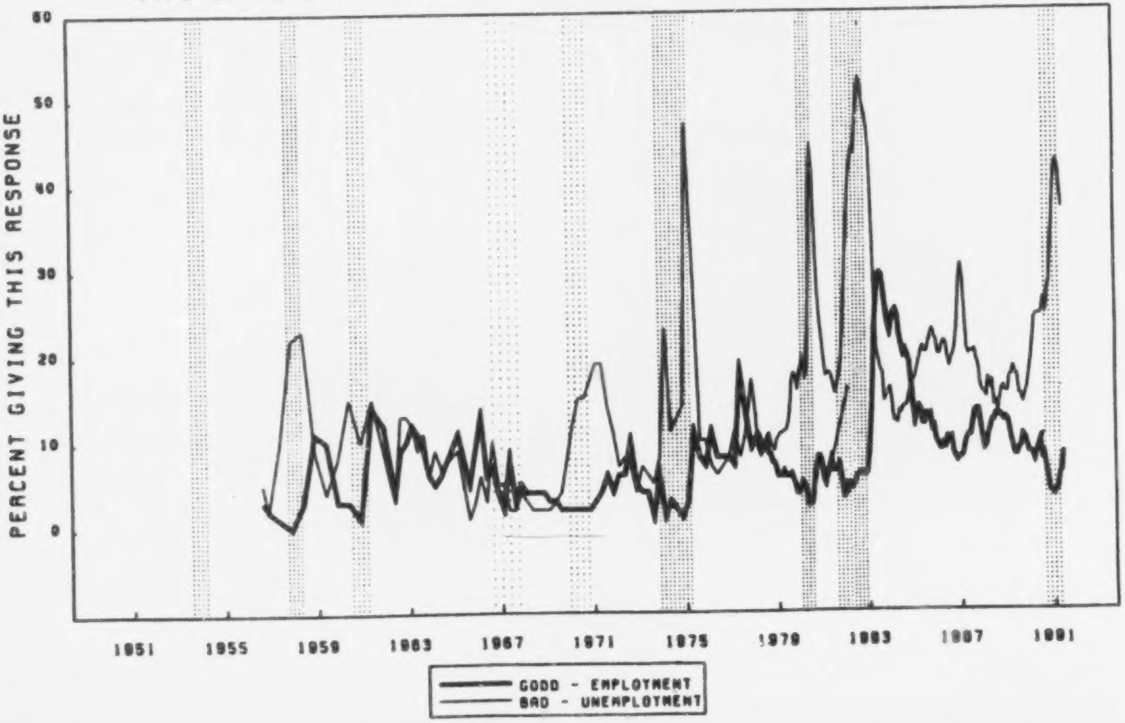


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
FAVORABLE NEWS:													
Government; elections	2%	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	2%	2%
Employment	9	6	9	4	3	4	4	2	5	5	7	6	12
Higher consumer demand	1	*	1	1	1	*	1	*	*	1	1	1	1
Lower prices	*	1	*	*	*	*	*	1	1	2	1	1	1
Easier credit	2	2	2	*	*	1	1	3	2	6	3	6	2
Stock market	2	2	*	*	*	*	*	1	1	1	2	1	2
Trade deficit	1	1	*	*	*	*	*	*	*	1	*	*	1
UNFAVORABLE NEWS:													
Government; elections	6	9	13	17	16	17	10	15	11	5	6	4	6
Unemployment	27	23	29	22	31	31	33	43	46	38	41	39	30
Lower consumer demand	6	3	5	5	4	5	11	8	11	11	9	7	7
Higher prices	2	2	9	10	16	11	9	4	3	3	2	2	1
Tighter credit	2	2	2	3	2	2	2	1	1	2	1	1	1
Energy crisis	1	*	2	4	2	3	2	1	*	1	*	*	*
Stock market	1	1	3	3	5	5	*	3	2	1	1	1	*
Trade deficit	3	2	1	1	1	*	1	2	1	1	2	2	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

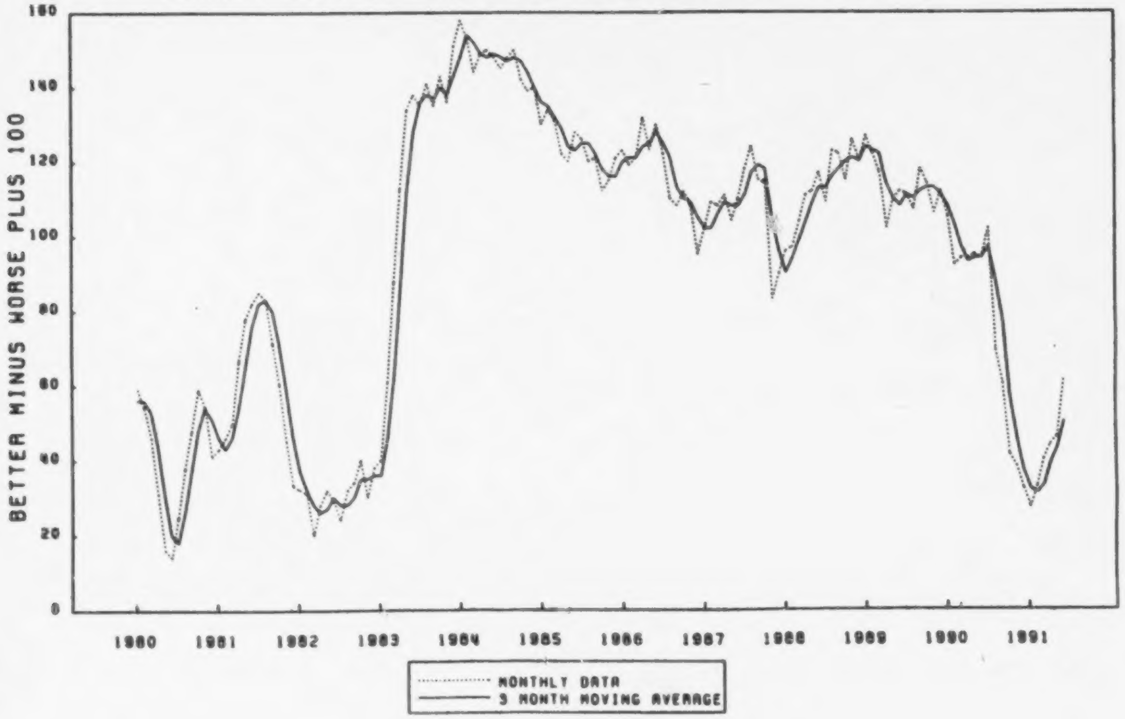


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

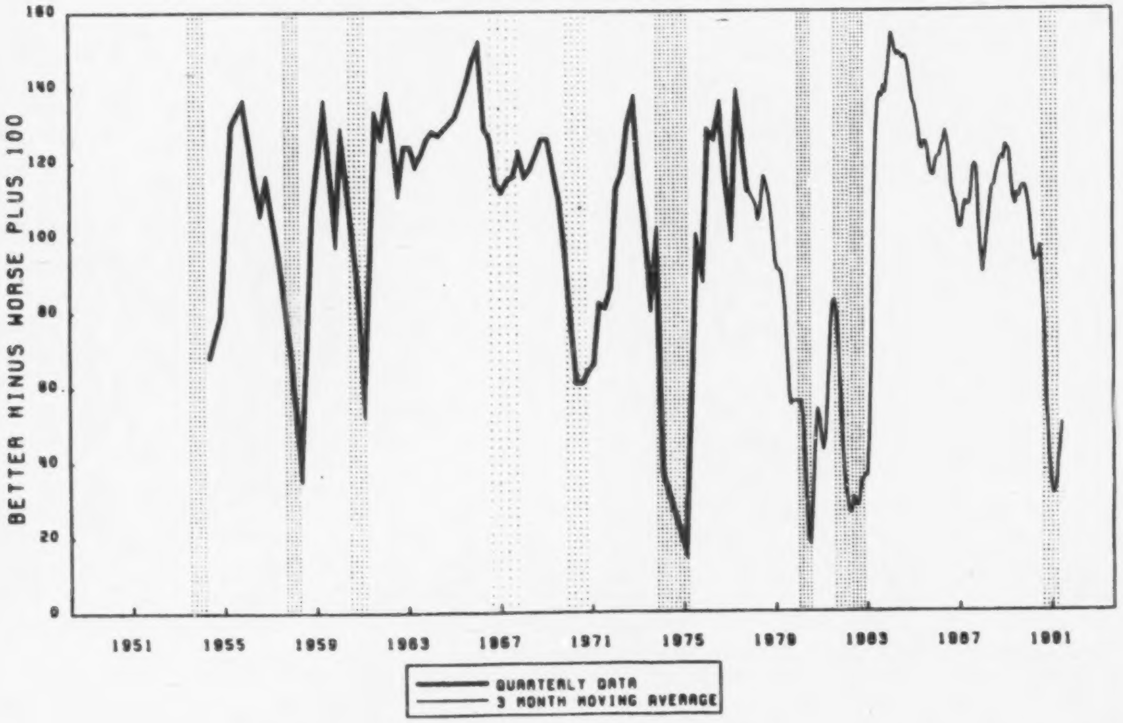


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
BETTER NOW	37%	41%	26%	22%	15%	13%	11%	8%	11%	15%	18%	18%	25%
SAME	18	19	15	13	8	11	9	10	9	8	7	8	10
WORSE NOW	43	39	57	62	74	75	79	81	78	75	74	72	64
DK,NA	2	1	2	3	3	1	1	1	2	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

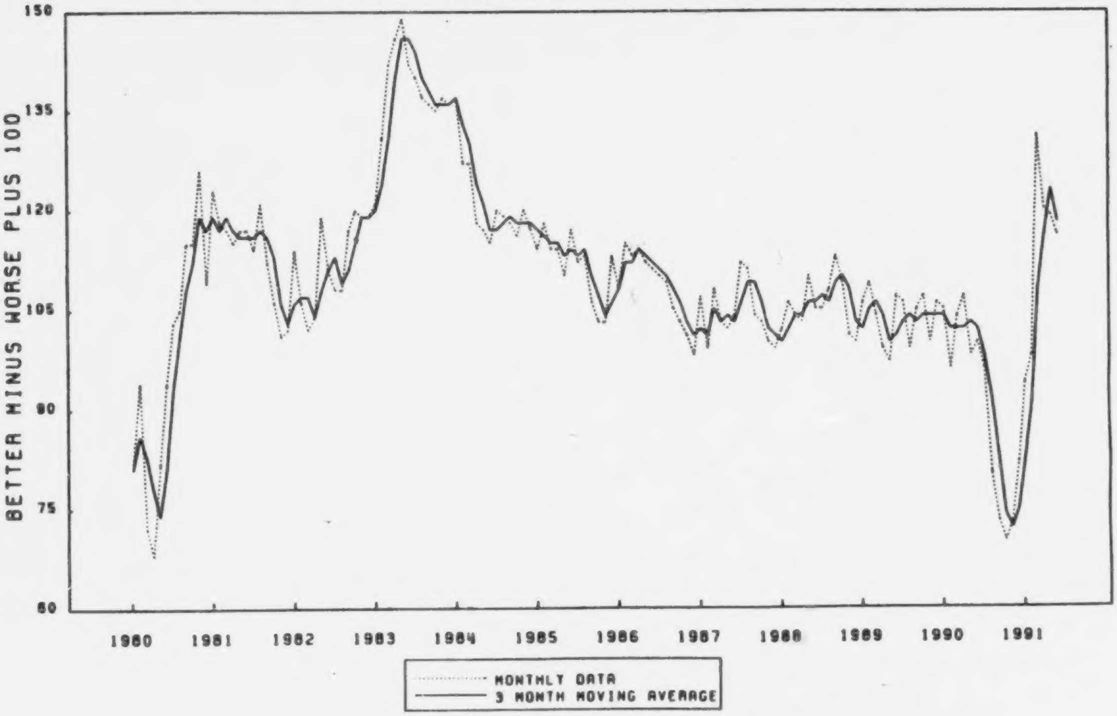


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

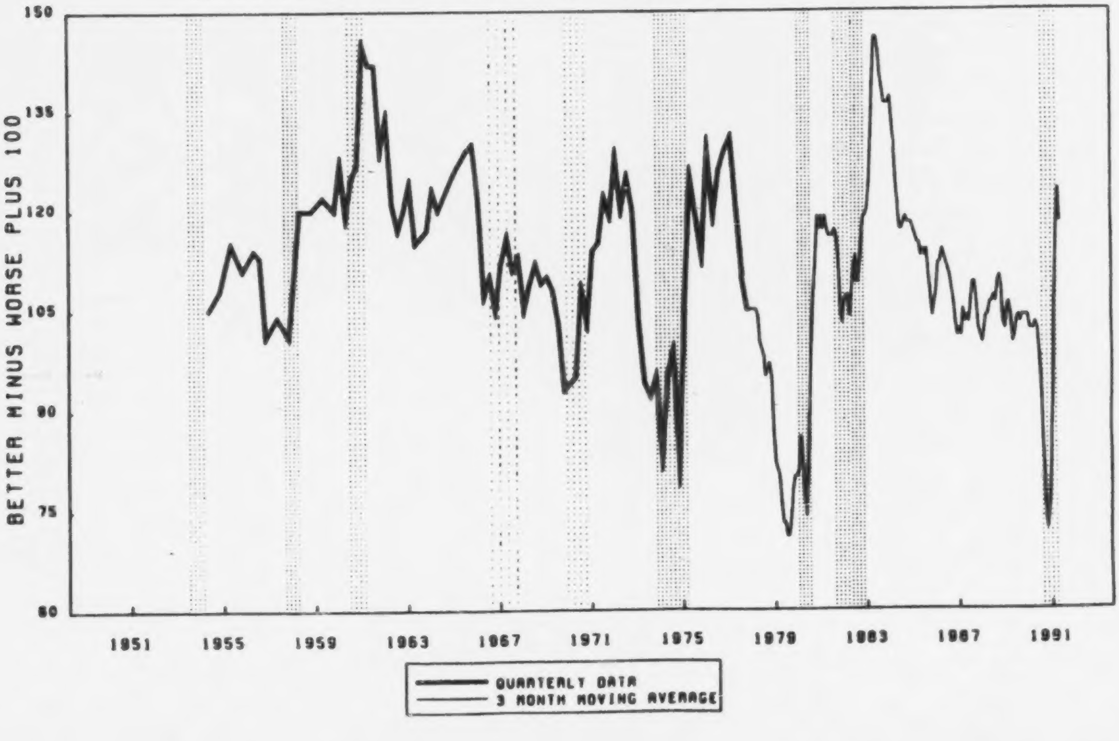


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
BETTER	20%	16%	13%	11%	13%	14%	17%	24%	27%	44%	36%	36%	33%
SAME	58	63	52	50	41	43	44	41	41	40	46	44	48
WORSE	20	20	33	38	43	41	35	30	29	13	16	17	17
DK,NA	2	1	2	1	3	2	4	5	3	3	2	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

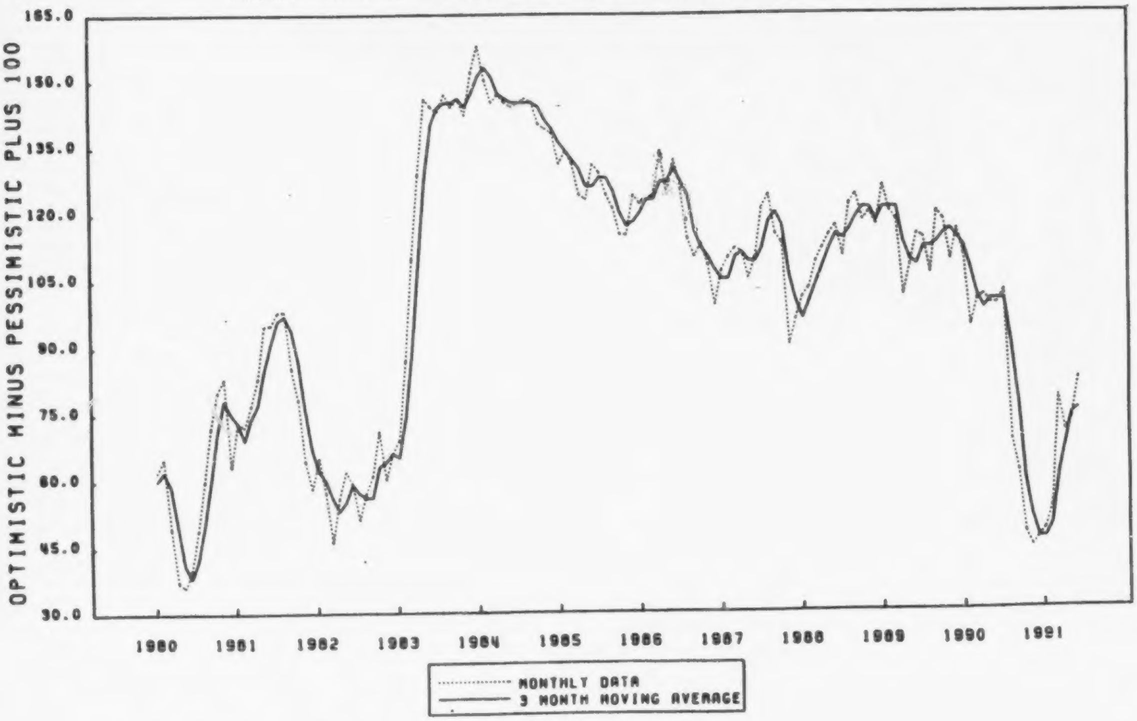


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

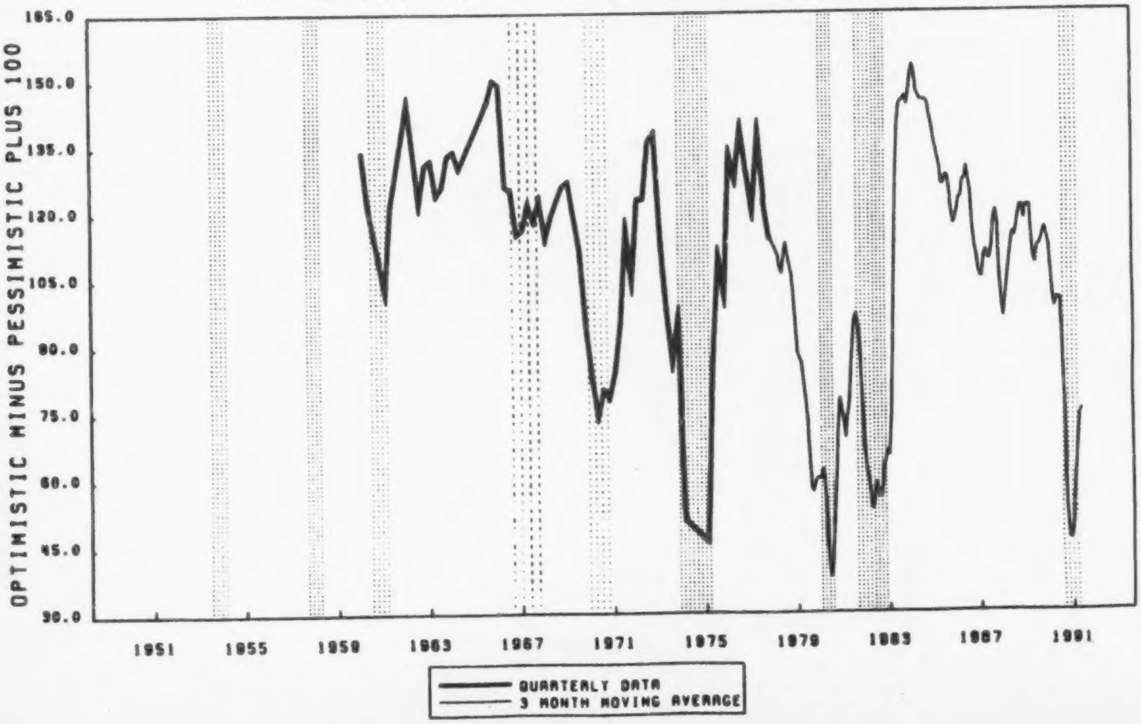


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
TREND:													
Continuous increase (a)	11%	8%	5%	3%	3%	2%	2%	2%	5%	7%	8%	8%	12%
Intermittant increase (b)	27	31	17	16	10	9	9	6	6	12	10	11	15
Remain unchanged (c)	11	12	9	9	5	5	4	6	4	3	4	4	6
Intermittant decline (d)	25	25	30	27	28	34	35	34	34	29	35	31	30
Continuous decline (e)	14	12	24	31	38	33	30	26	24	12	13	15	15
Mixed change (f)	9	9	11	10	10	14	14	21	22	33	26	27	19
DK,NA	3	3	4	4	6	3	6	5	5	4	4	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

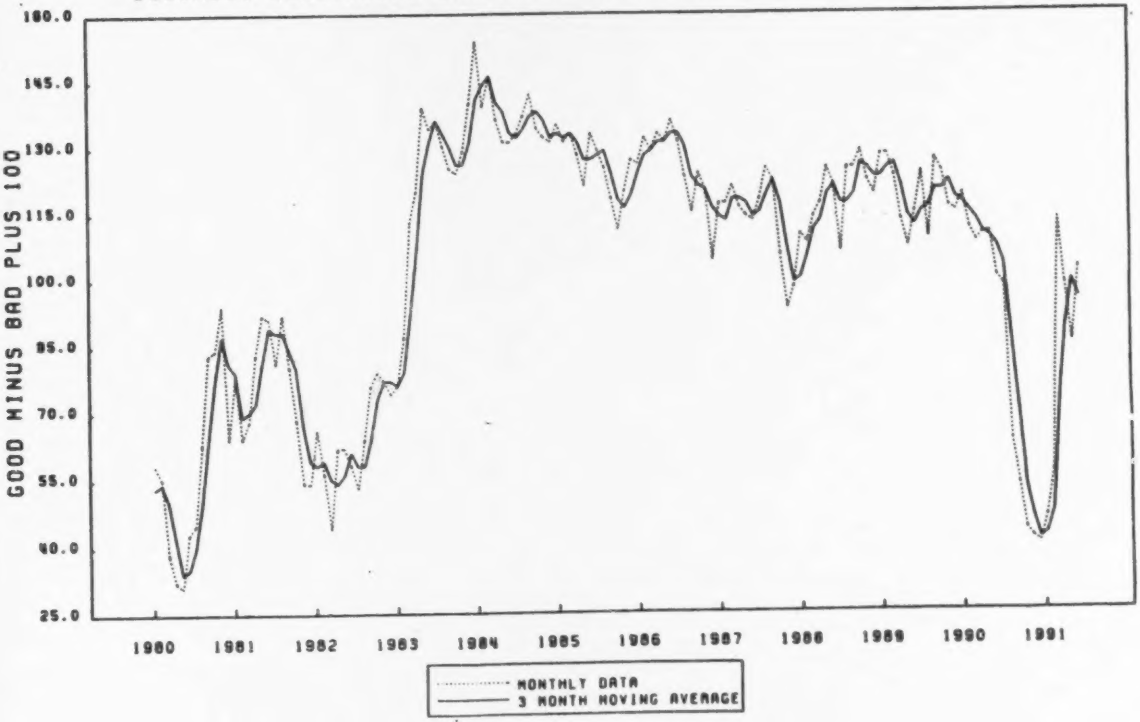


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

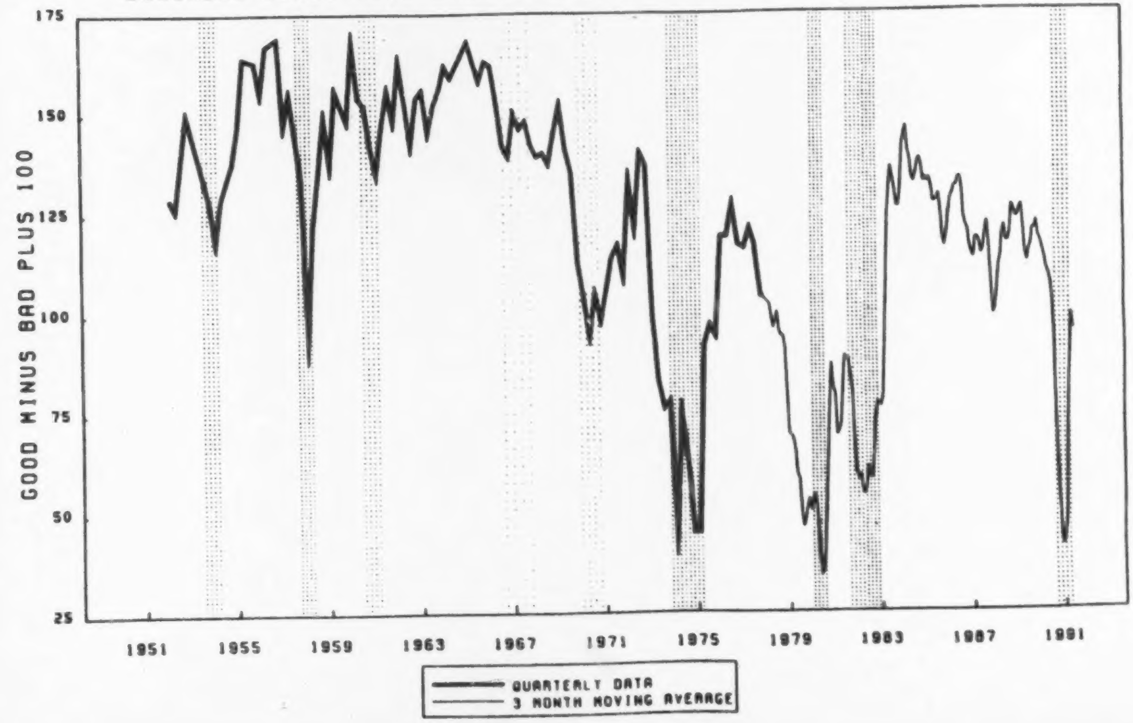


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIMES	43%	40%	25%	18%	14%	15%	12%	16%	20%	48%	40%	34%	41%
UNCERTAIN; GOOD & BAD	3	6	2	3	3	2	4	5	4	5	6	3	4
BAD TIMES	43	42	63	65	71	74	72	70	64	35	42	49	39
DON'T KNOW	5	7	5	8	5	3	5	5	7	5	4	4	6
NOT ASCERTAINED	6	5	5	6	7	6	7	4	5	7	8	10	10
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

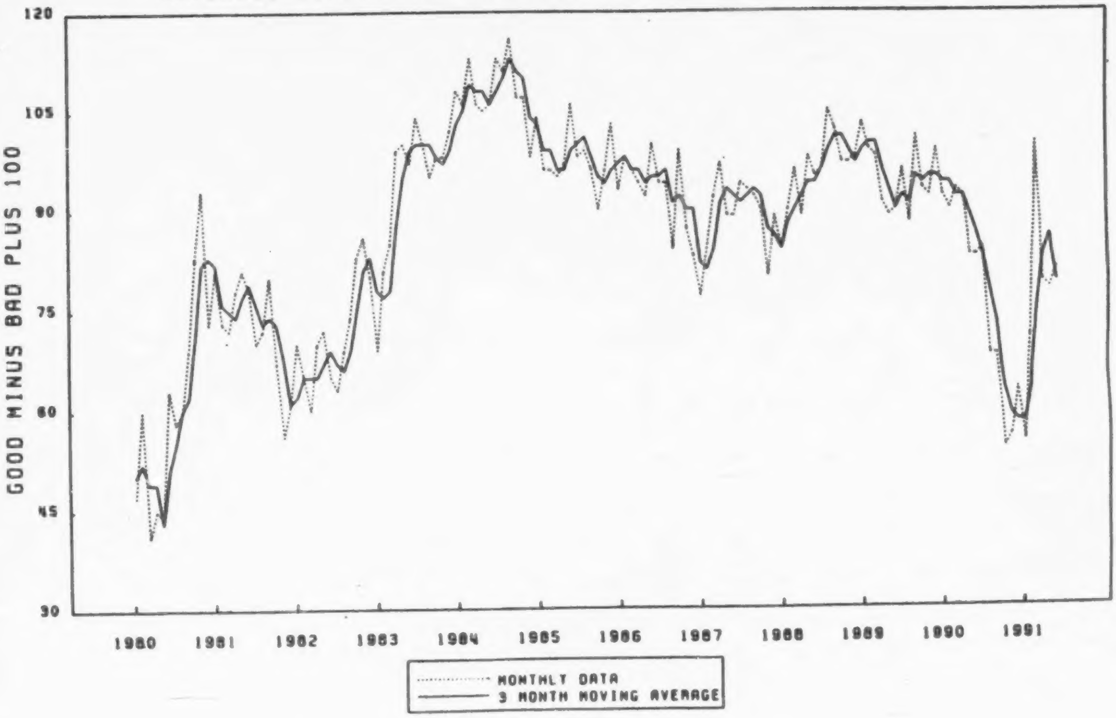


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

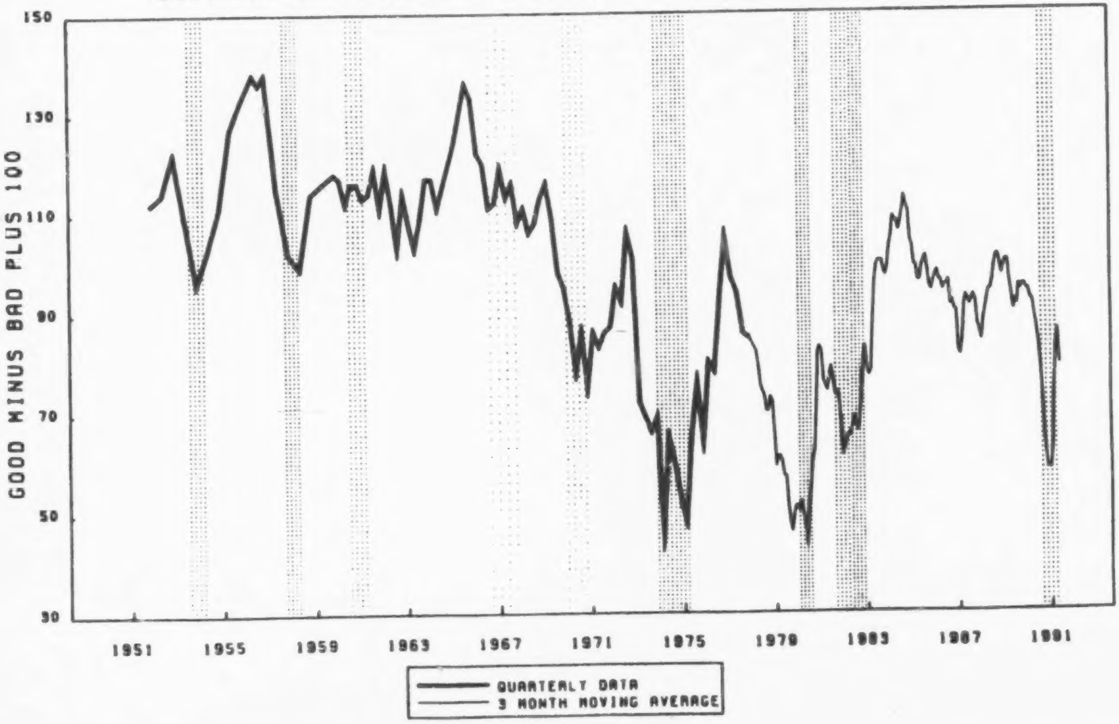


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIMES	31%	34%	24%	25%	19%	18%	24%	18%	26%	38%	30%	30%	30%
UNCERTAIN; GOOD & BAD	12	11	14	14	10	15	11	15	14	16	14	14	16
BAD TIMES	48	50	56	57	65	62	61	63	55	38	51	52	49
NOT ASCERTAINED	9	5	6	4	6	5	4	4	5	8	5	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

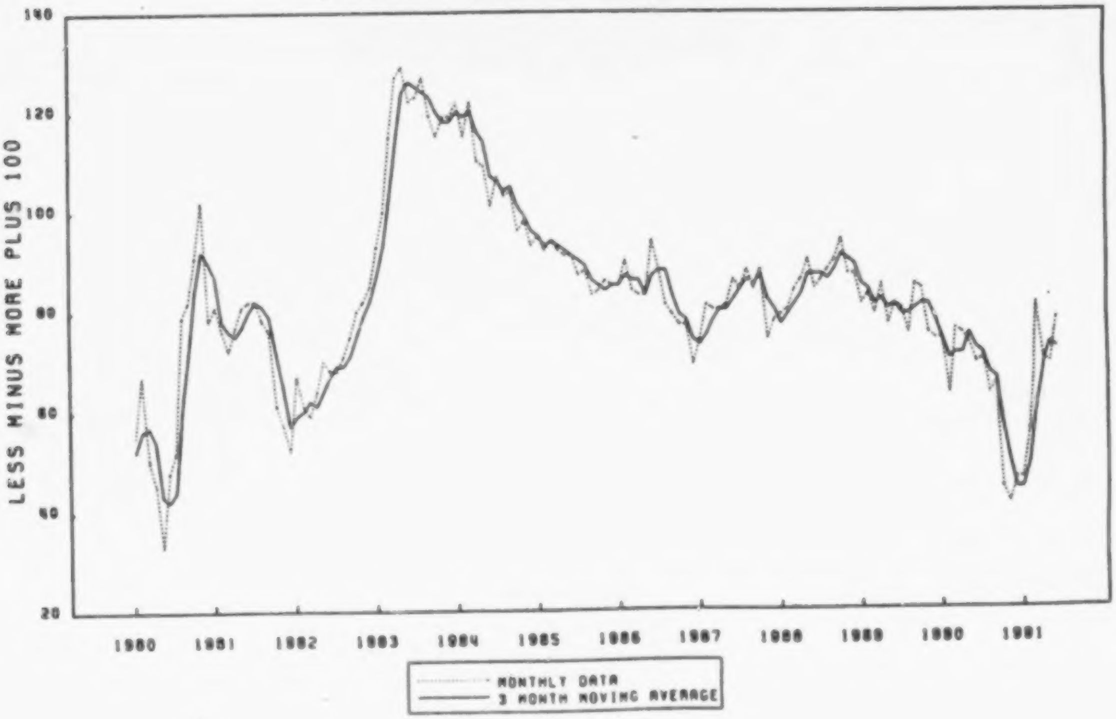


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

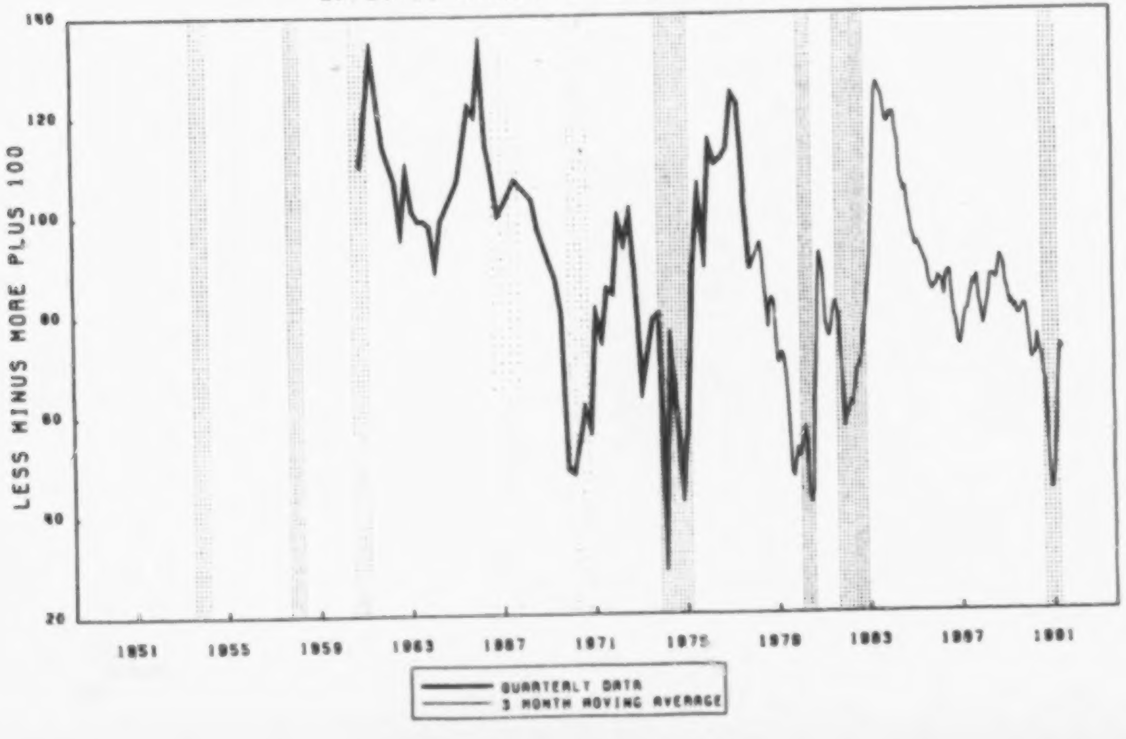


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
LESS	8%	7%	9%	9%	6%	5%	6%	8%	12%	17%	15%	12%	14%
SAME	52	54	44	45	30	30	34	29	31	46	39	44	48
MORE	39	37	46	44	62	64	60	62	56	36	45	43	36
DK,NA	1	2	1	2	2	1	*	1	1	1	1	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

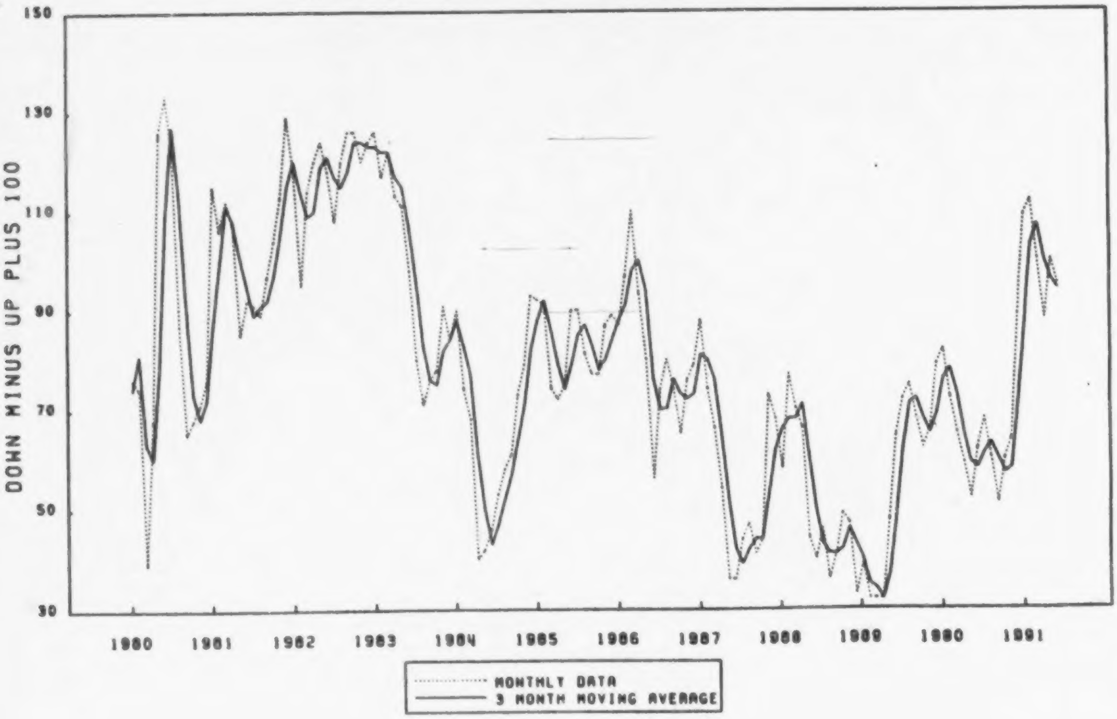


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

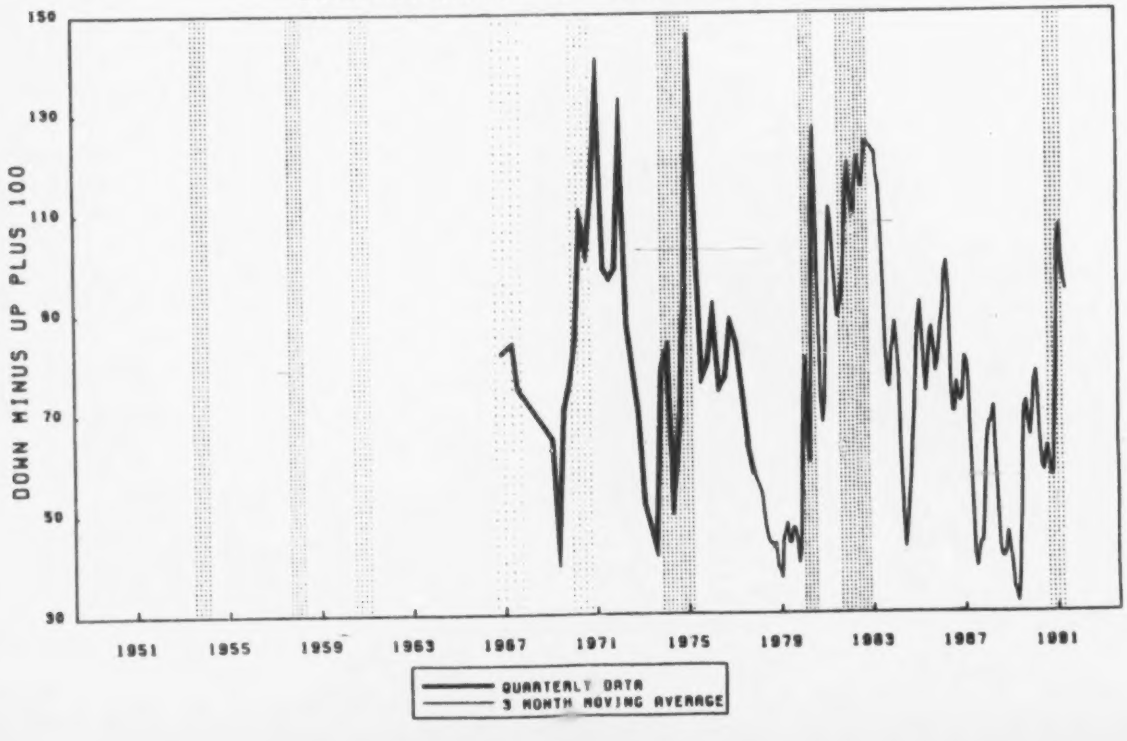


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GO UP	56%	50%	59%	63%	57%	57%	43%	33%	31%	35%	40%	33%	34%
STAY THE SAME	23	29	20	21	24	20	23	21	23	28	30	32	34
GO DOWN	18	18	19	14	17	21	32	42	43	35	28	33	29
DK,NA	3	3	2	2	2	2	2	4	3	2	2	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

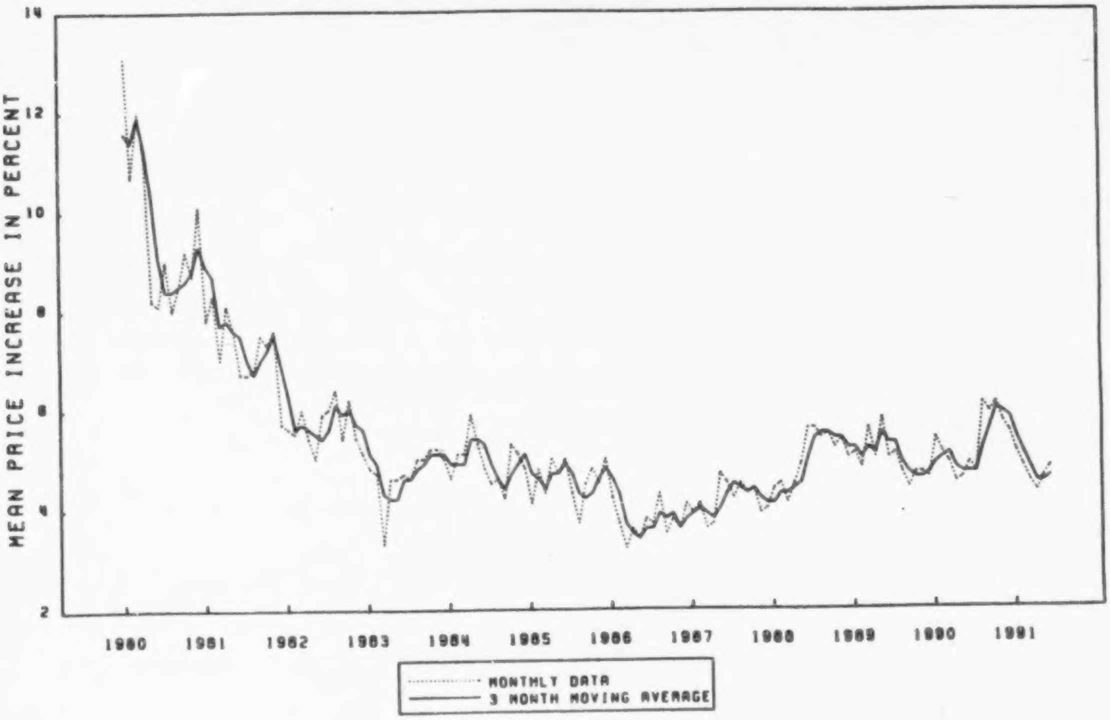


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

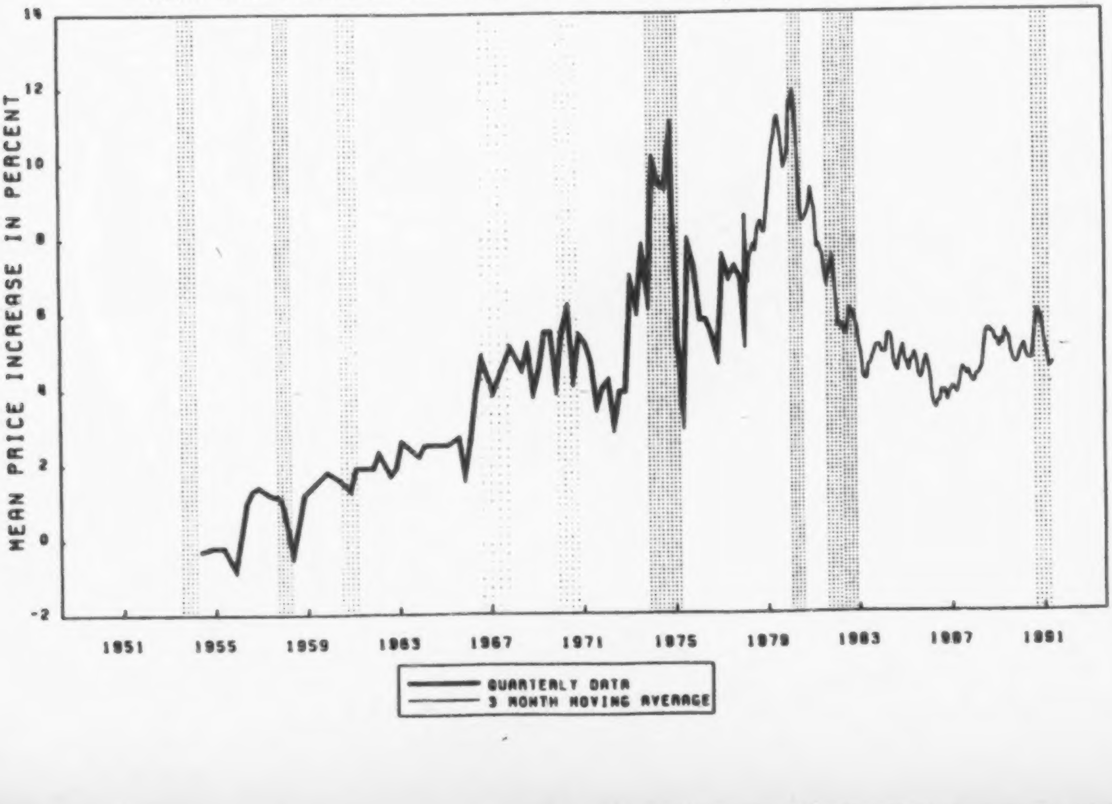


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
SAME OR DOWN	11%	11%	9%	9%	10%	14%	18%	21%	25%	27%	25%	24%	16%
WILL GO UP BY:													
1-2%	18	20	14	15	11	12	11	11	12	14	12	16	20
3-4%	25	24	23	19	18	19	16	19	18	16	22	19	19
5%	24	20	18	21	22	18	21	16	18	19	18	17	18
6-9%	7	6	13	13	13	13	12	10	7	6	7	6	6
10-14%	7	10	11	11	12	14	10	9	9	9	7	7	10
15% or more	4	3	8	7	7	6	7	7	6	5	6	6	5
DK how much up	3	6	4	5	6	4	5	6	4	3	3	4	4
DK,NA	1	*	*	*	1	*	*	1	1	1	*	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.9	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3	4.6	4.8
VARIANCE	37	29	48	46	43	43	52	46	52	46	43	57	47
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and- "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

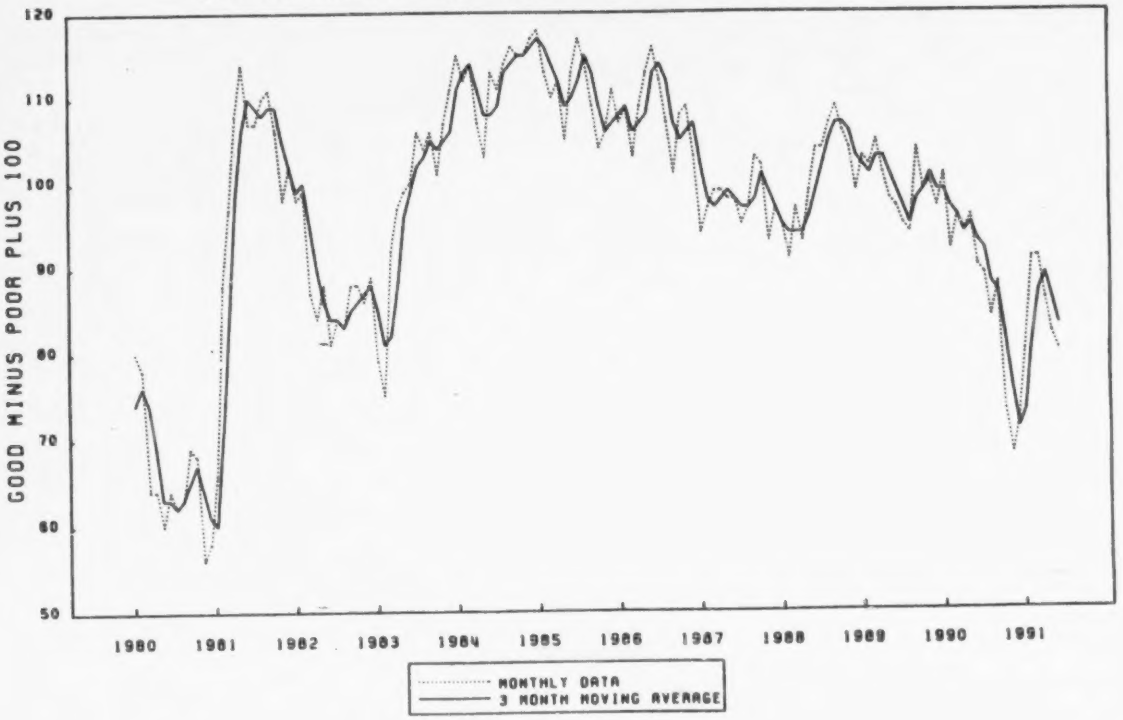


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

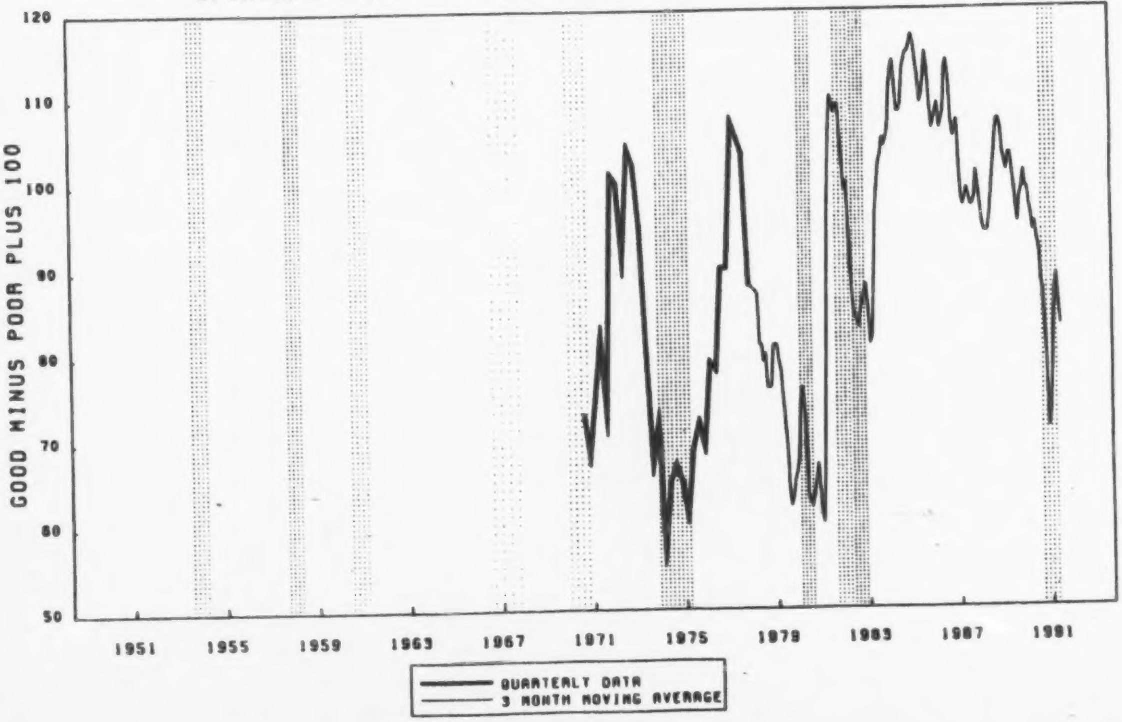


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
A GOOD JOB	16%	16%	15%	14%	11%	8%	10%	11%	15%	18%	11%	13%	11%
ONLY FAIR	56	56	52	59	49	49	50	58	58	53	61	54	55
A POOR JOB	26	27	31	26	38	40	38	31	24	27	25	31	31
DK,NA	2	1	2	1	2	3	2	*	3	2	3	2	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

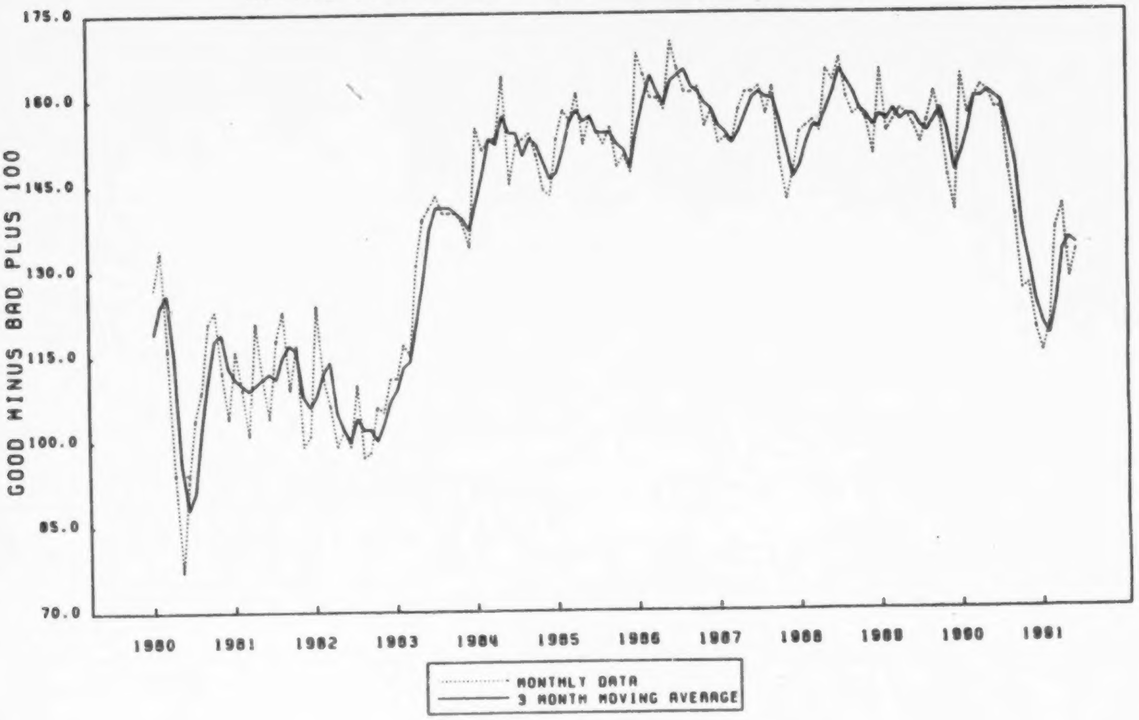


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

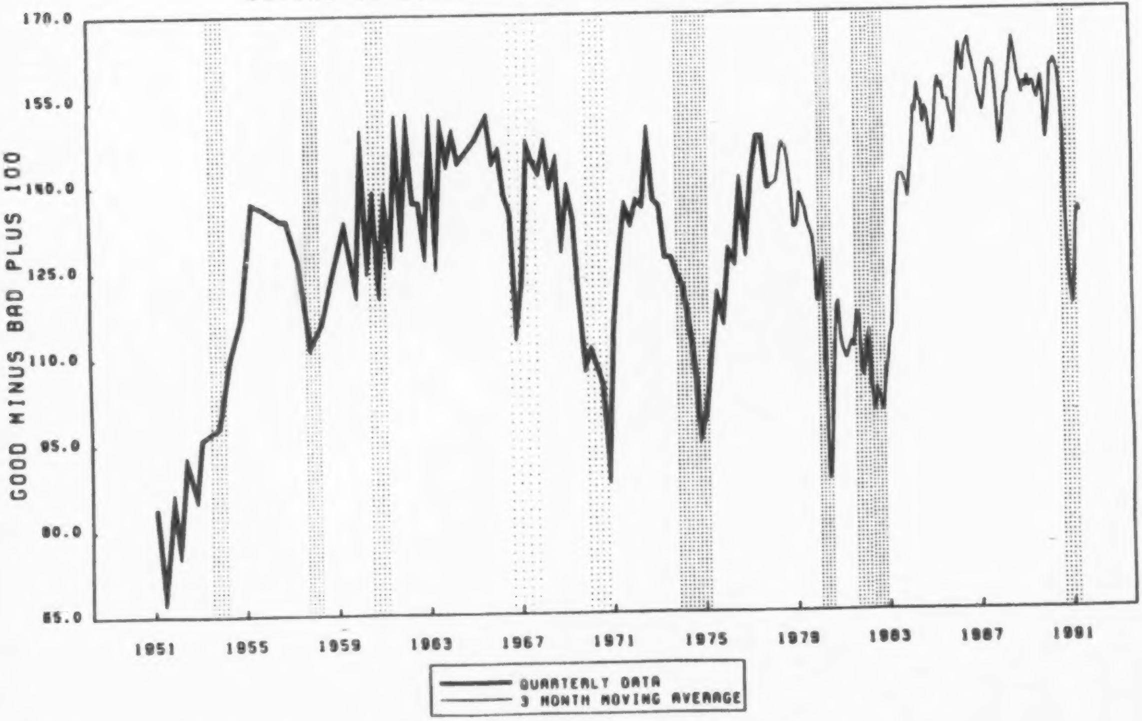


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY	75%	73%	69%	66%	58%	61%	55%	53%	54%	63%	67%	61%	62%
UNCERTAIN, DEPENDS	8	12	9	7	10	5	9	9	12	11	7	6	9
BAD TIME TO BUY	17	15	22	27	32	34	36	38	34	26	26	33	29
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

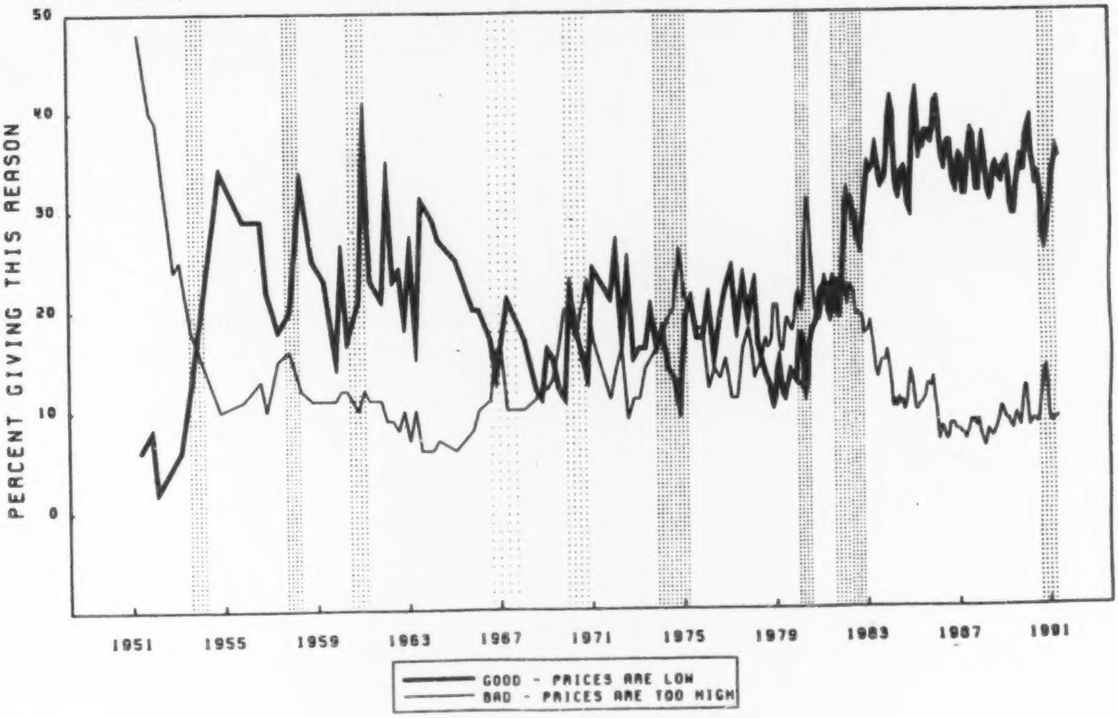


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

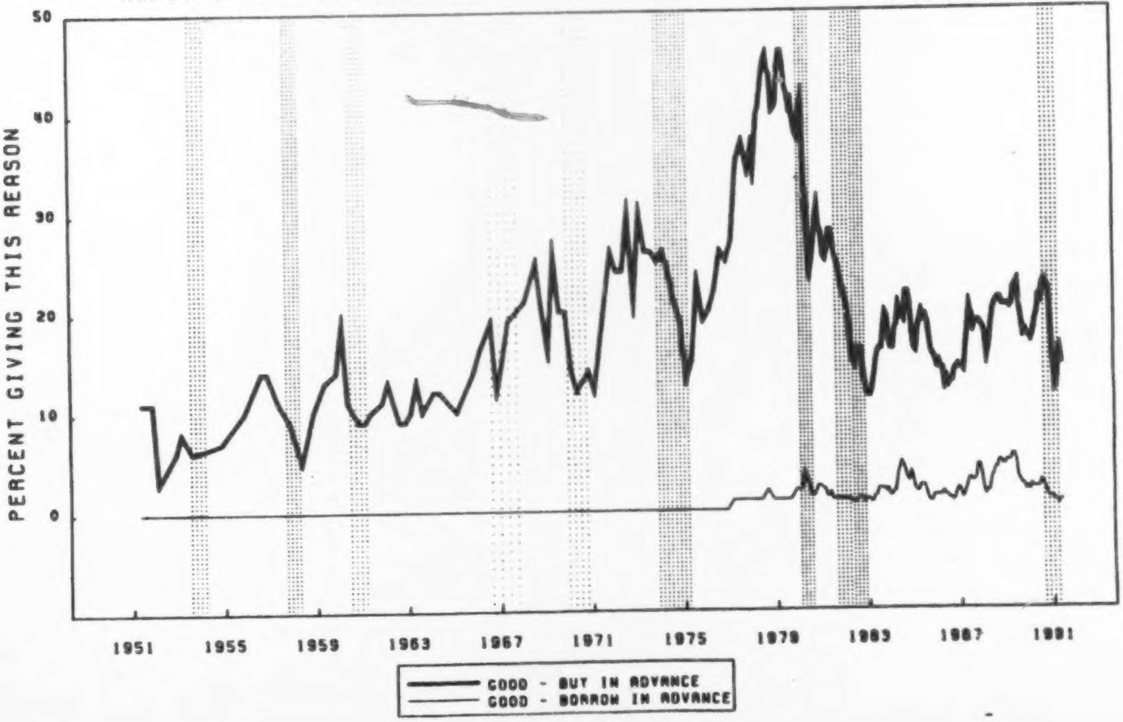


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	31%	37%	30%	26%	26%	27%	30%	31%	33%	36%	35%	36%	34%
Prices won't come down; are going higher	23	21	23	24	19	23	14	11	10	15	18	14	11
Interest rates are low	6	3	5	3	2	1	3	3	3	7	7	8	8
Borrow-in-advance of rising interest rates	2	3	2	1	1	1	1	1	*	1	*	1	1
Times are good; prosperity	4	3	3	2	2	1	2	1	4	2	4	1	2
BAD TIME TO BUY:													
Prices are high	8	8	11	14	16	12	9	8	9	8	9	9	9
Interest rates are high; credit is tight	3	3	2	5	5	5	6	6	6	5	6	5	5
Times are bad; can't afford to buy	5	3	5	7	8	8	11	10	15	10	10	13	13
Bad times ahead; uncertain future	2	3	7	8	11	13	17	19	13	8	9	11	10

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

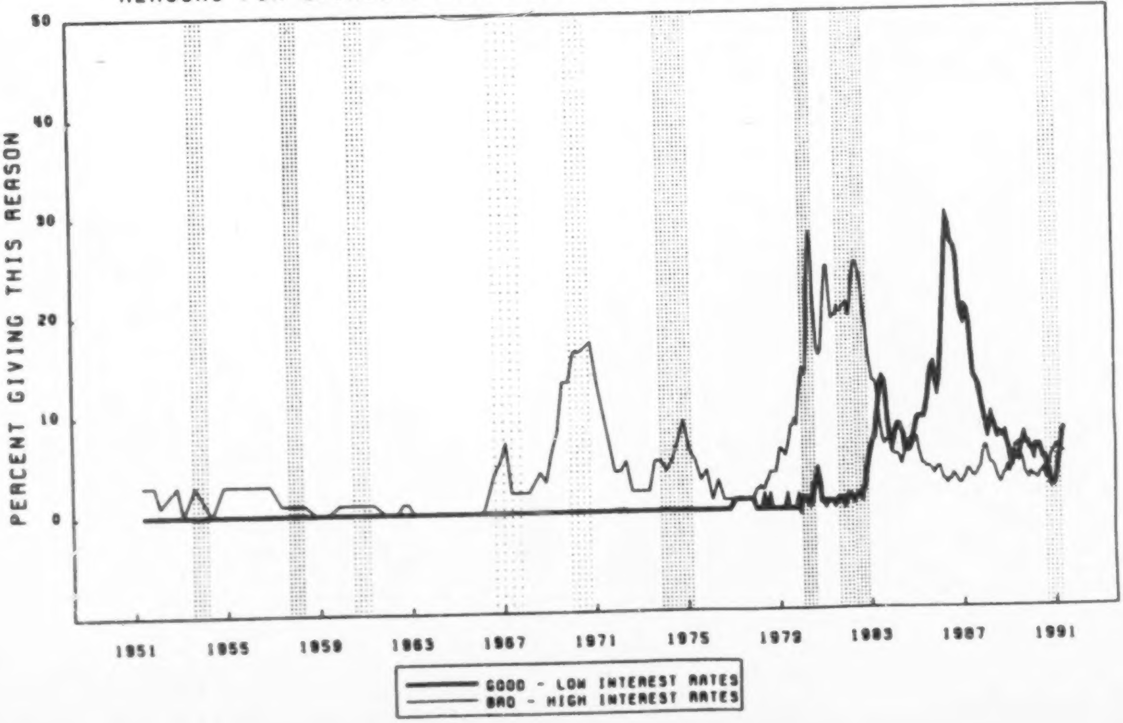


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

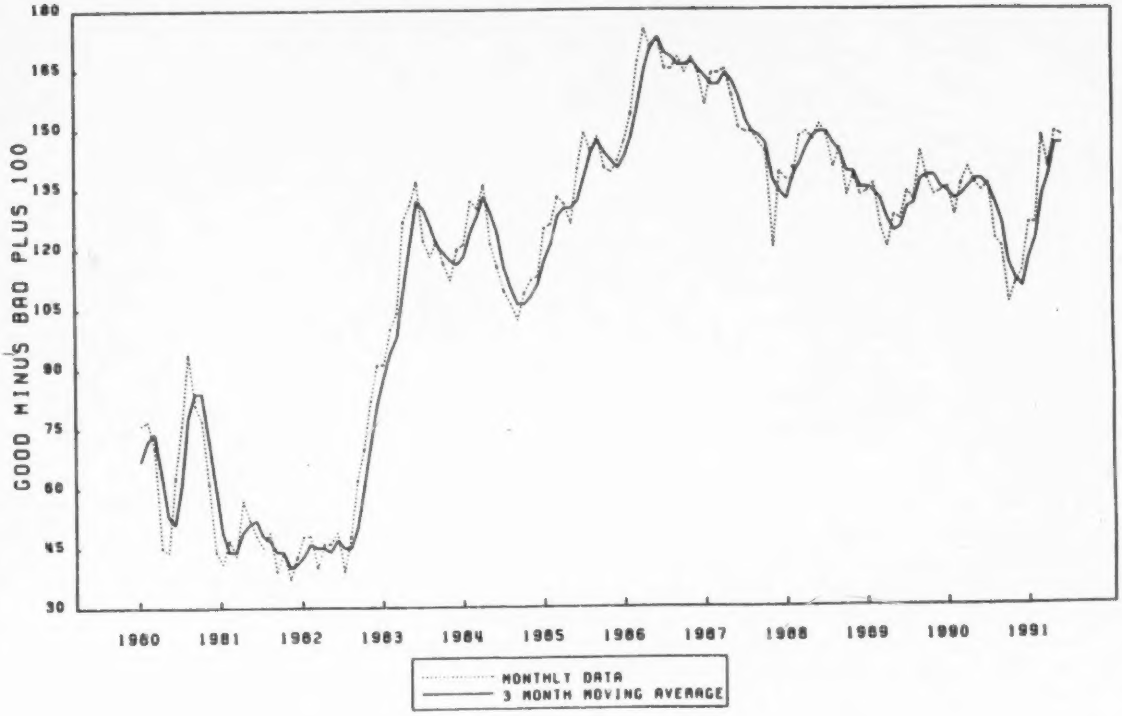


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

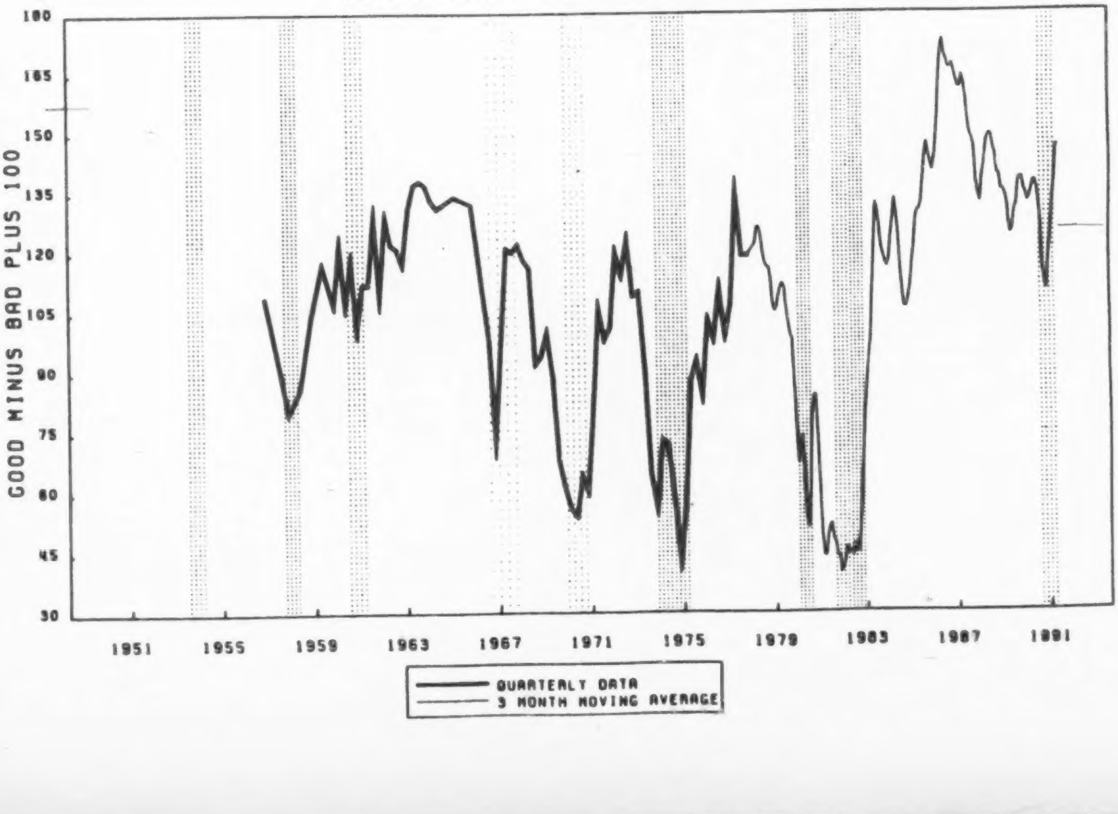


TABLE 23

BUYING CONDITIONS FOR HOUSES

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY	65%	66%	59%	58%	50%	54%	55%	61%	61%	73%	67%	74%	72%
UNCERTAIN, DEPENDS	4	4	4	4	6	3	4	4	4	2	6	1	4
BAD TIME TO BUY	31	30	37	38	44	43	41	35	35	25	27	25	24
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

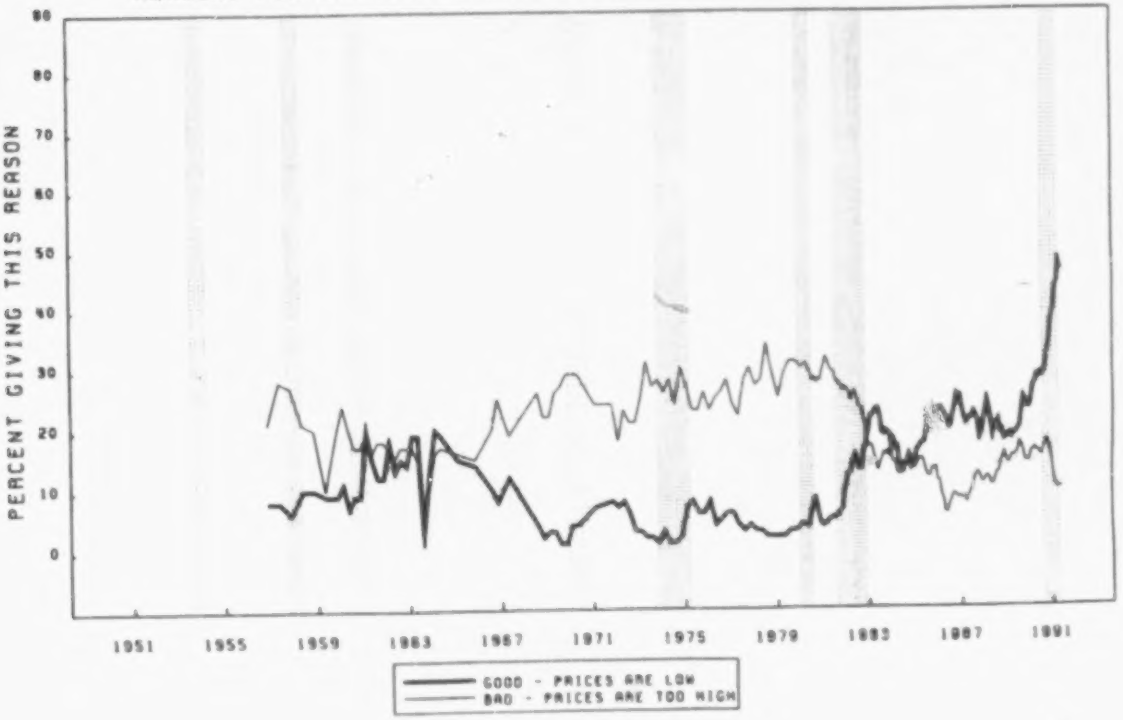


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

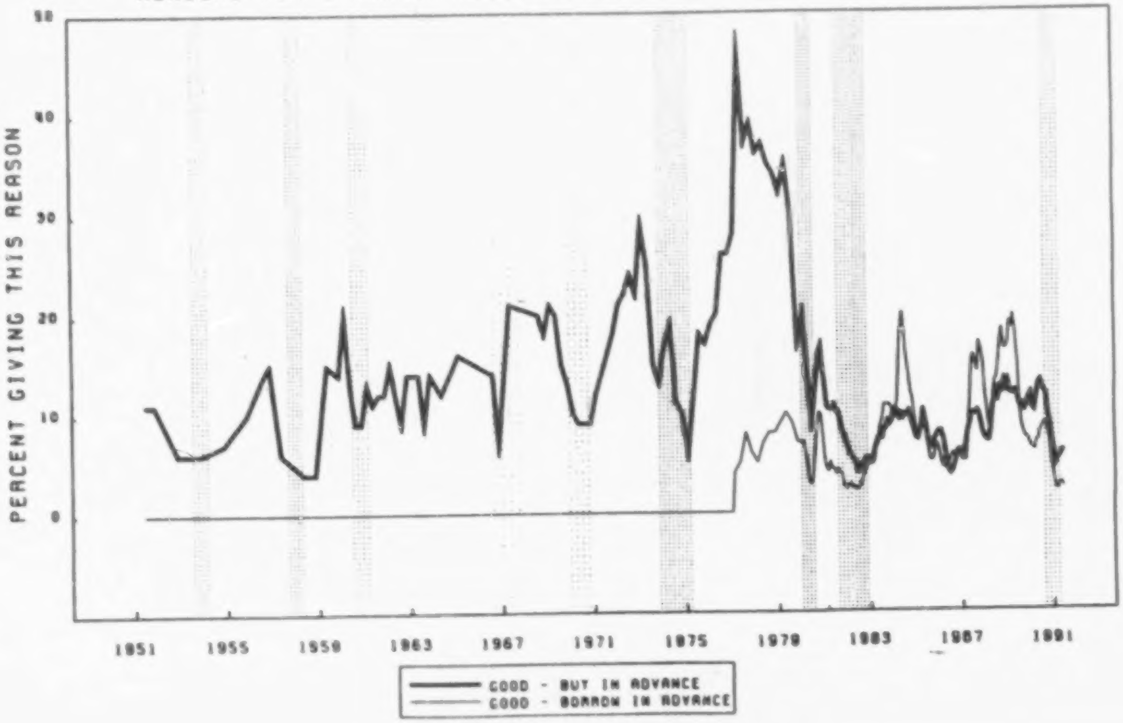


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	28%	29%	28%	30%	34%	34%	38%	42%	39%	49%	44%	49%	45%
Prices won't come down; are going higher	12	12	12	11	7	9	5	4	5	7	4	6	8
Interest rates are low	24	24	21	15	11	13	17	31	31	43	43	40	39
Borrow-in-advance of rising interest rates	9	8	9	9	6	5	4	1	2	3	3	2	2
Good investment	9	6	5	7	3	6	3	4	4	3	3	6	6
Times are good; prosperity	1	2	2	1	1	1	1	1	1	2	2	2	1
BAD TIME TO BUY:													
Prices are high	15	14	18	17	18	17	13	11	9	9	11	9	9
Interest rates are high; credit is tight	19	19	20	22	22	20	20	14	12	8	8	9	10
Times are bad; can't afford to buy	4	4	8	7	10	10	10	10	11	11	15	11	11
Bad times ahead; uncertain future	5	1	6	4	12	12	11	10	12	5	4	4	4

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

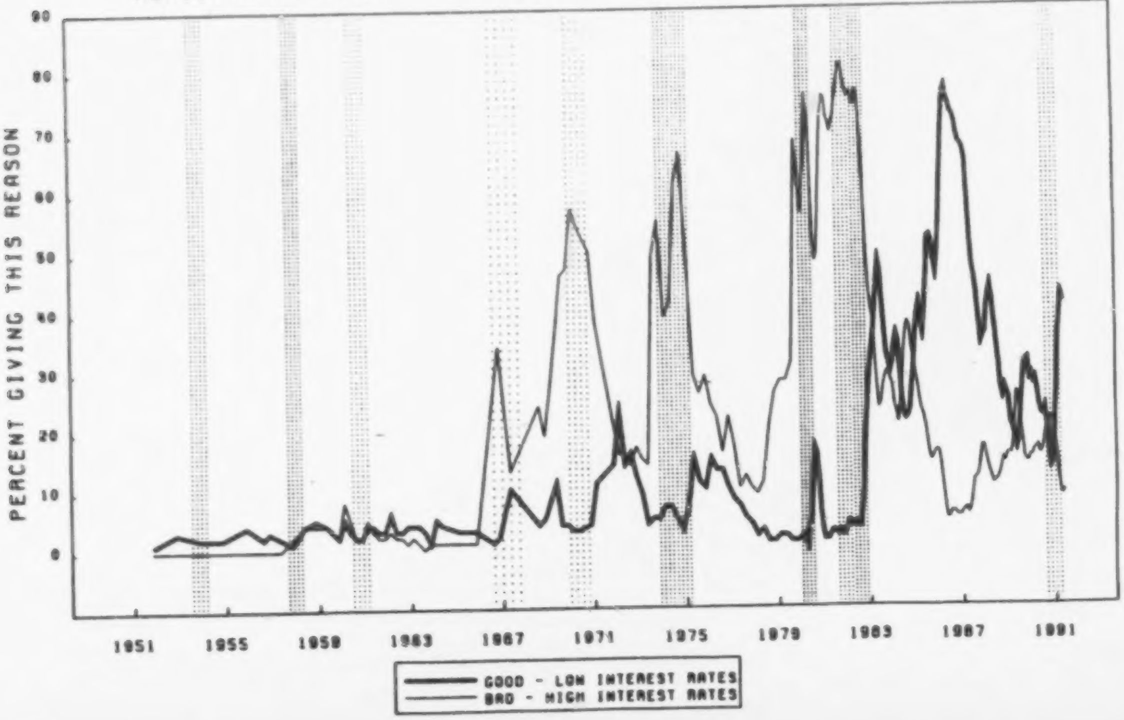


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

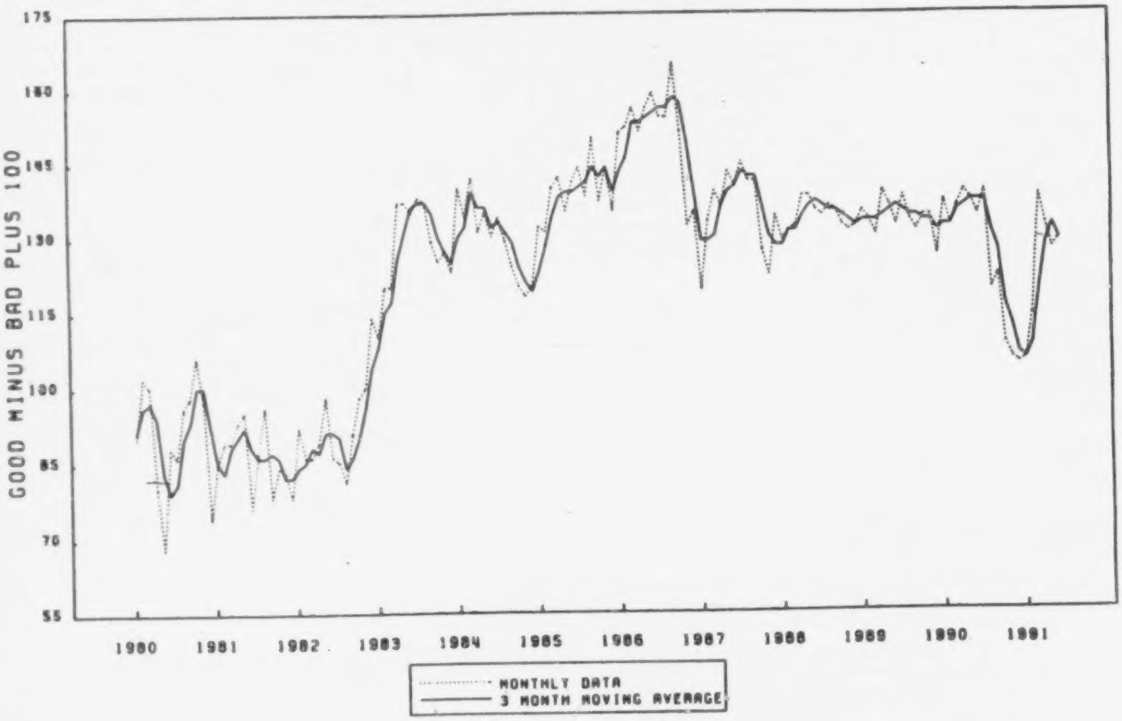


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

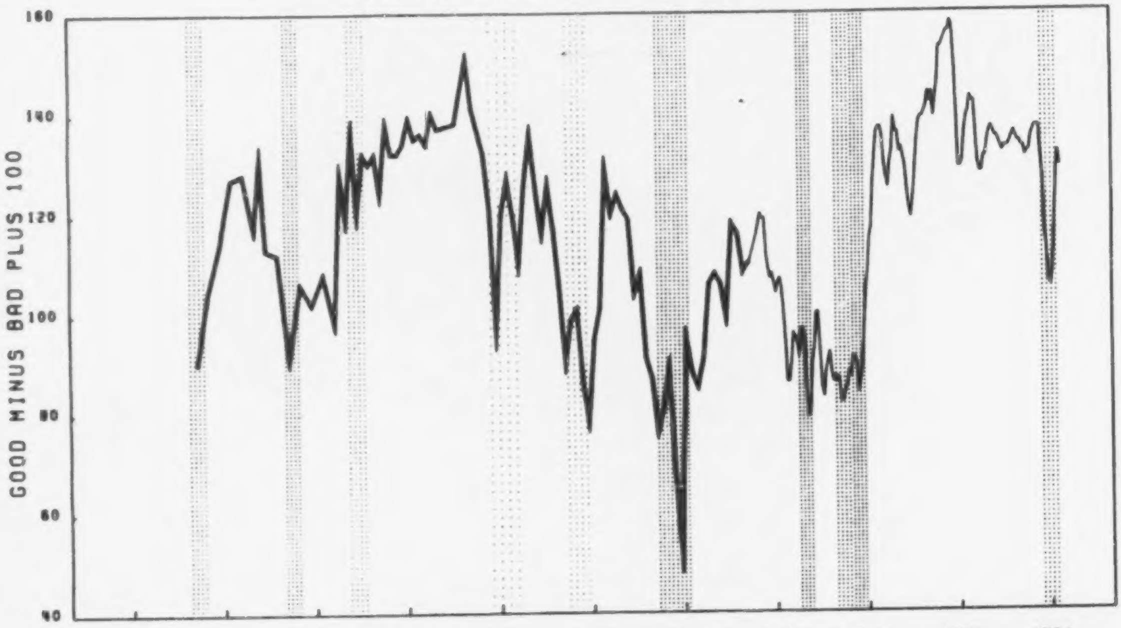


TABLE 25

BUYING CONDITIONS FOR CARS

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY	63%	65%	57%	59%	50%	50%	47%	48%	53%	66%	63%	61%	61%
UNCERTAIN; DEPENDS	8	9	5	4	8	5	10	9	8	6	6	5	7
BAD TIME TO BUY	29	26	38	37	42	45	43	43	39	28	31	34	32
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	500	502	503	501	504	531	504	504	501	500	501

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

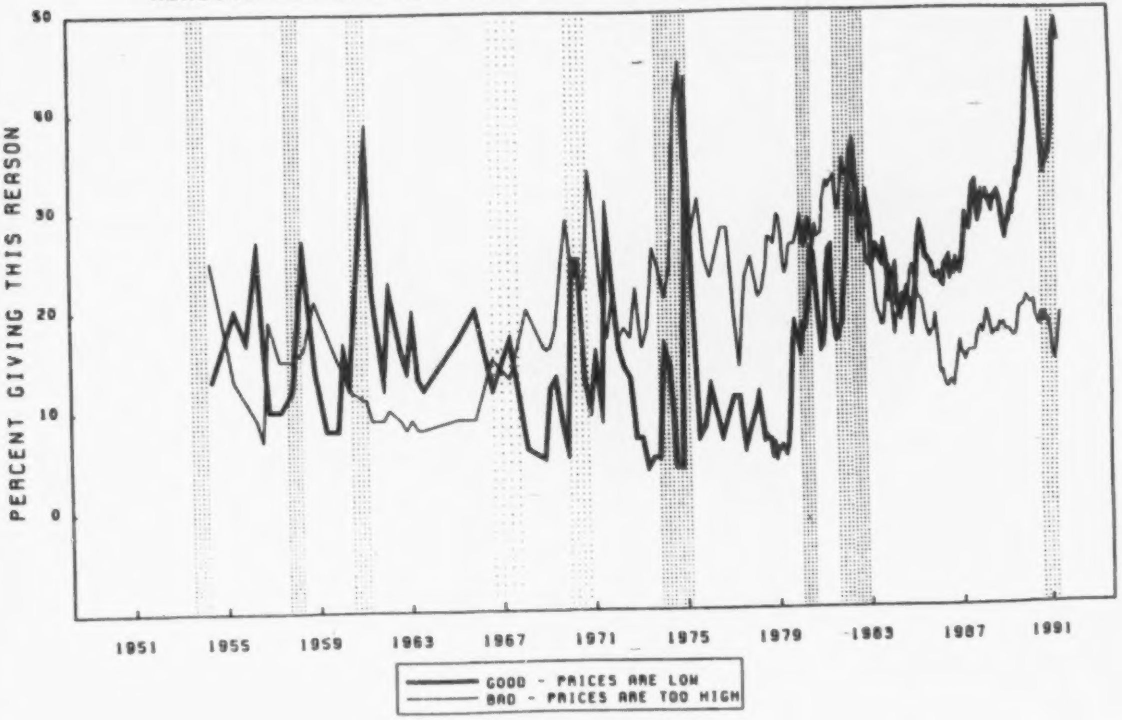


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

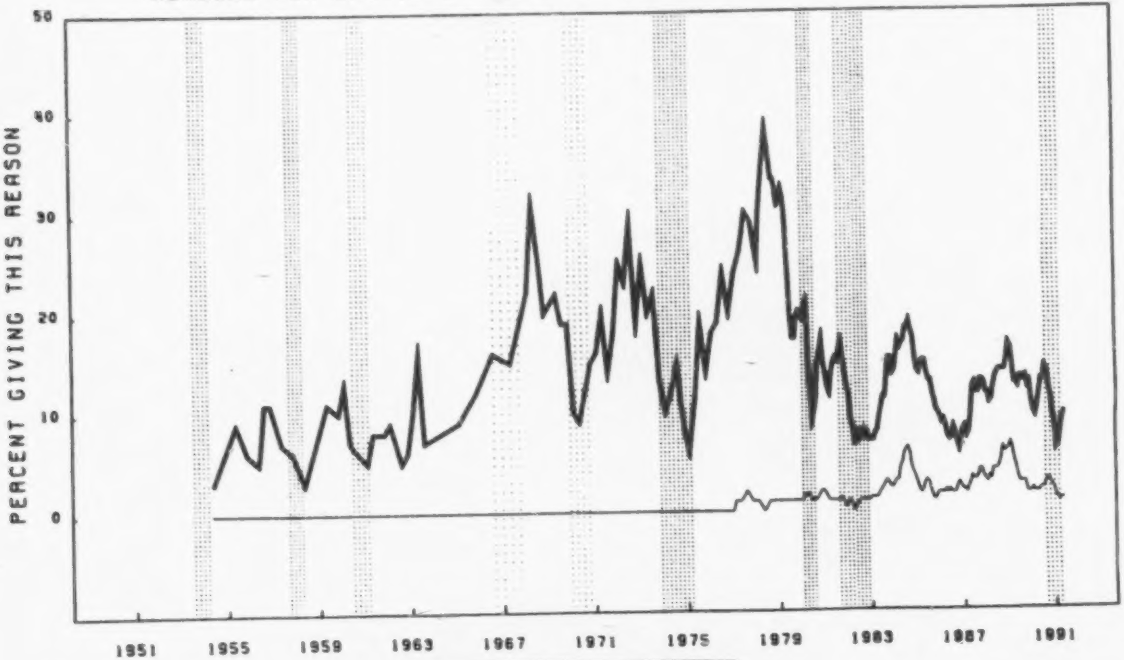


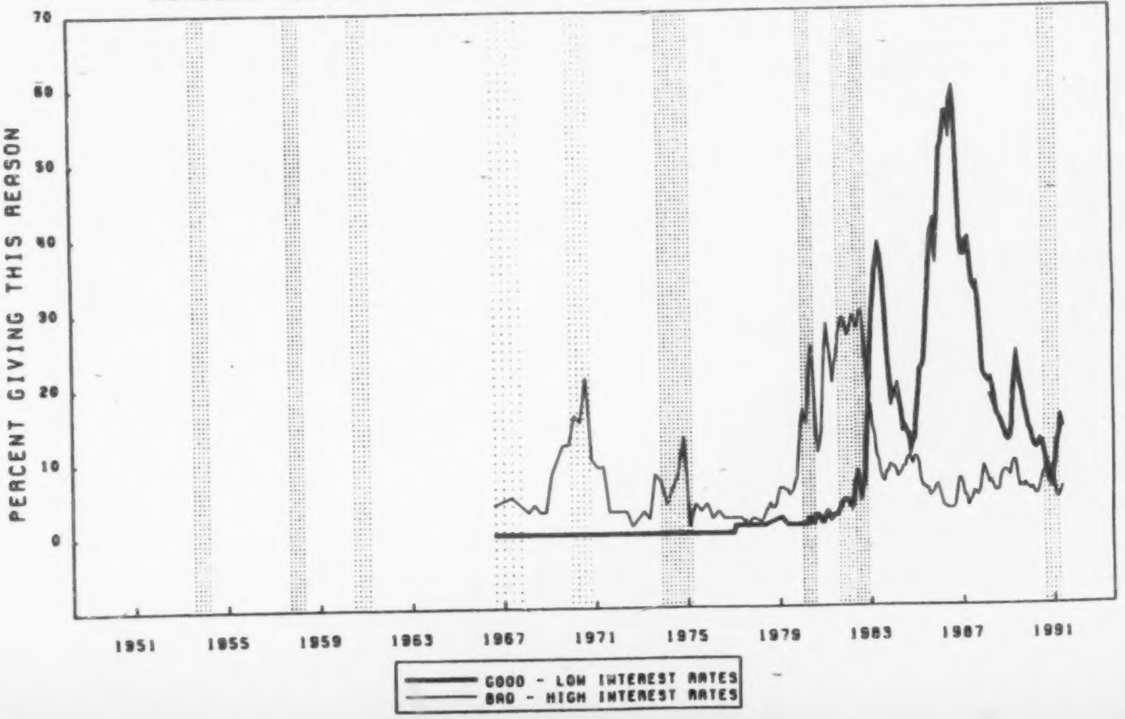
TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	June 1990	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	41%	41%	32%	34%	35%	34%	36%	36%	43%	48%	51%	46%	43%
Prices won't come down; are going higher	14	13	16	13	8	13	7	7	4	8	11	8	10
Interest rates are low	13	10	9	9	5	5	8	9	10	16	12	16	13
Borrow-in-advance of rising interest rates	2	2	3	3	3	2	2	2	*	1	1	1	1
Times are good; prosperity	2	2	1	1	1	1	1	2	1	2	1	1	1
New fuel efficient models	*	*	1	4	2	1	1	1	1	1	*	1	*
BAD TIME TO BUY:													
Prices are high	20	16	21	17	19	19	17	15	14	14	18	19	20
Interest rates are high; credit is tight	7	7	9	7	8	10	7	6	4	3	6	6	5
Times are bad; can't afford to buy	3	5	3	4	8	6	7	11	11	9	11	10	9
Bad times ahead; uncertain future	3	1	6	5	10	10	13	12	10	4	4	4	5
Price of gas; shortages	1	*	5	10	12	7	7	5	5	1	*	*	*
Poor selection; quality	4	3	3	3	4	4	2	2	3	3	2	2	2

Responses to the query: "Why do you say so?" following the question on Table 25.
+: May add to more than 100% due to multiple mentions. *: Less than half of one percent.

CHART 26C - HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

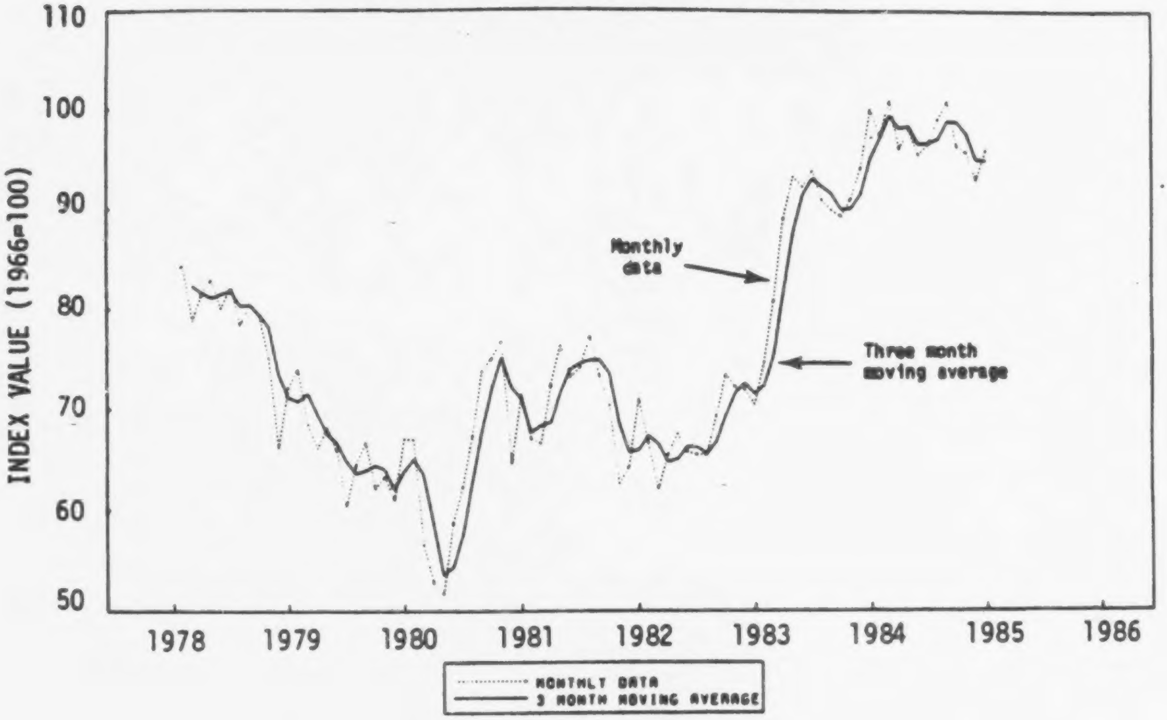
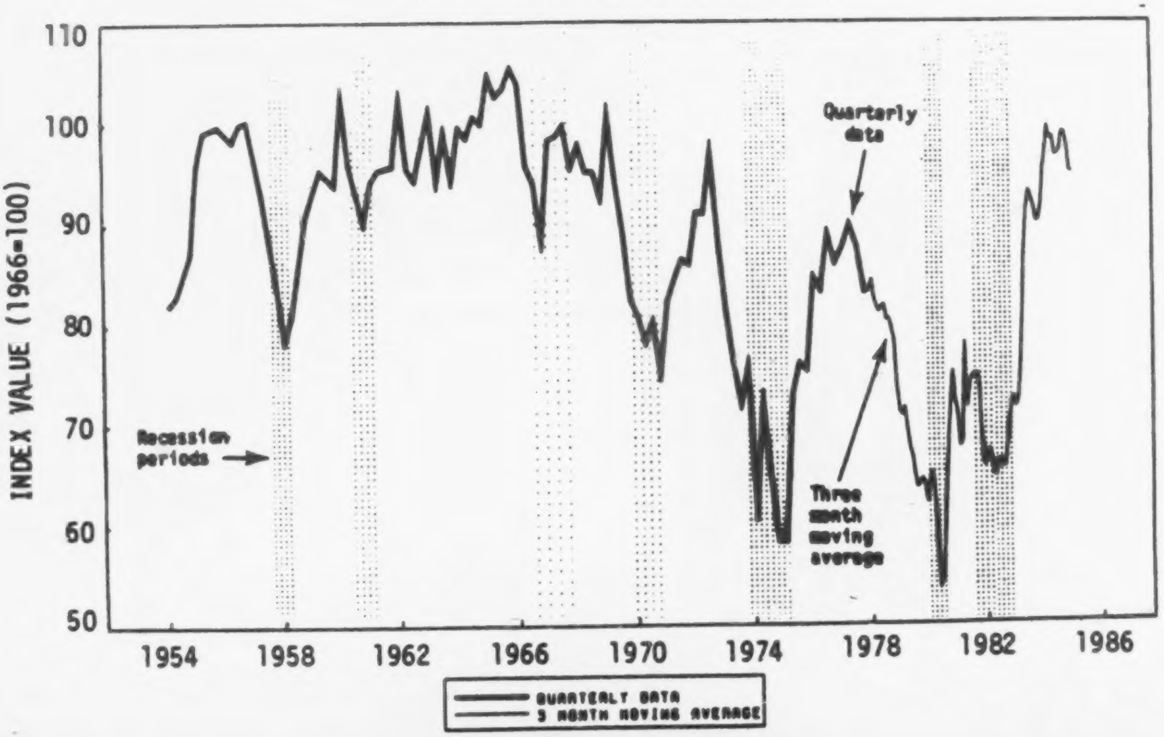


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982
August 1991 -

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

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[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

U 7475-2

July 1991 Monthly Survey
August 12, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

INFLATION EXPECTATIONS TUMBLE: DISINFLATIONARY PSYCHOLOGY DOMINATES BUYING DECISIONS

Confidence Unchanged

The Index of Consumer Sentiment was 82.9 in the July 1991 survey, only slightly above the 82.1 recorded in June. Overall, sentiment has remained in a holding pattern at much improved levels since April.

The pause reflects a period of consolidation following the record surge in optimism in March, with heightened expectations outdistancing actual economic performance. The same type of pause has been recorded in the early stages of prior recoveries. A slower than usual rate of recovery may prolong this pause, without reversing the underlying upward trend. Overall, the data continue to indicate a slowly improving rate of growth in consumer spending during the year ahead.

The small July improvement was due to more favorable buying attitudes, based on the expectation of greater price discounting. Although most other series showed little change from June, two significant shifts did emerge in July: consumers are less worried about inflation, and are more concerned about rising interest rates.

Leading Indicator Stalled at Improved Level

The Index of Consumer Expectations, the component of the Leading Indicator Index, stood at 74.4 in the July 1991 survey, down slightly from the 75.9 recorded one month earlier, and nearly equal the 74.7 recorded three months earlier. Overall, the Expectations Index has remained flat since April. Until improved economic conditions reenforce the already heightened expectations, little further gains can be expected

The small decline in the expectations component was offset by an increase in favorable evaluations of current economic conditions. The Current Conditions Index rose to 96.1 in July from 91.9 in June, posting its highest level since last August. The improvement was due to more favorable evaluations of current buying conditions for large household durables.

Regional Differences Narrow In July

Regional differences in sentiment narrowed in the July 1991 survey. Residents of the Northeast posted the largest gains (to 79.6 in July, up from 69.9 in June), although they still remained the lowest of any region. Sentiment among residents of the Western region, the highest in June, declined in July (to 82.8, from 86.6 in June). Insignificant changes were recorded in the other two regions, with sentiment among residents of the Midwest slightly higher (83.7, up from 82.5 in June), while among residents of the South it was slightly lower (84.8, down from 85.9).

Inflation Expectations Fall to Four Year Low

Consumers expected an inflation rate of just 3.8% in the July survey, down from 4.8% in June, and the recent peak of 6.1% in October 1990. Overall, the July reading was the lowest expected inflation rate to be recorded in more than four years. The July reading was only about one-half a percentage point above the lowest rate recorded during the past decade--3.2% in March of 1986.

Concerns Over Rising Interest Rates Grows

In contrast to the anticipated declines in inflation, interest rates were expected to increase during the year ahead by 43 percent of all families in July, up from 34 percent in June, and the highest level since year-end 1990. Half as many families expected interest rates to decline in July as in January (21 percent versus 42 percent).

While these heightened concerns have reversed much of the recent improvement, interest rate expectations were still much more favorable in July than last September when 63 percent expected increases, compared with just 14 percent that expected declines. Moreover, the recent reduction in interest rates may well help to reduce these concerns in the coming months.

Personal Finances Remain Weak

Consumers assessments of their financial situation have not changed significantly during the past few months, remaining well below the year earlier readings. Currently, about as many families reported an improved as a worsened financial situation. Among all families in the July 1991 survey, 36 percent reported that their financial situation had improved during the past year, only a slightly larger proportion than the 33 percent that reported that their financial situation had worsened.

Declines in incomes remained prevalent in July, reported by one-in-five households. Income declines have been reported more frequently since the start of 1991 than at other any time since the last recession. The continued weakness in incomes has been partially offset by lower prices, with the proportion of families that complained about prices falling to 13 percent in July from 19 percent one month earlier.

A falling inflation rate has also helped to improve prospects for the year ahead, despite the expectation that nominal income increase will remain small. Among all families in the July 1991 survey, 33 percent expected their financial situation to improve during the year ahead, compared with just 14 percent that expected worsening financial situation. Nearly half of all households (48 percent), however, continue to expect their financial situation to remain largely unchanged during the year ahead, considering both expected income and price increases.

Unemployment Outlook: Little Improvement Expected

Unemployment expectations have undergone a substantial shift during the first half of 1991. Many fewer consumers expected further increases in the national unemployment rate in the July 1991 survey (39 percent) than at the start of the year (62 percent), falling to the level recorded one year earlier.

The shift in opinions, however, was not toward the expectation that the national unemployment rate would now decline, as the July survey recorded just 13 percent expected the unemployment rate to decline during the year ahead. Rather, the shift was toward the expectation that the national unemployment rate would remain largely unchanged at its current level, reported by 48 percent of all families in July, up from 29 percent in January.

Overall, these results indicate that consumers now think that the unemployment rate has now reached its cyclical peak, but rather than improve, they anticipate it to remain stubbornly high at current levels during the year ahead.

Slowly Recovery Expected In National Economy

Consumers assessments of the domestic economy remained largely unchanged in the July survey from one month earlier, following repeated small gains since the start of the year. In the July 1991 survey, 24 percent of all families thought that the economy had already shown some signs of improvement, unchanged from June, but three times the 8 percent recorded in January. To be sure, this still left the majority of households with the view that current economic conditions were still worse than a year earlier.

For the year ahead, the economy was expected to improve by 35 percent of all families, twice the 17 percent that expected the economy to further worsen. This outlook is nearly identical with the readings in each of the prior three months. The two-to-one margin that expected improvement represents a complete reversal in opinion from last Fall, when worsening conditions were expected by more than a three-to-one margin (13 versus 43 percent).

Although renewed economic growth was expected during the year ahead, the rate of improvement was expected to be meager. Nearly as many consumers thought that the expected gains would reestablish good times financially in the economy during the year ahead as thought that bad times would persist (41 versus 42 percent).

Improved Buying Attitudes: Discount Psychology Dominates Views

Consumers' views of buying conditions in July were at their most favorable levels since the recession began. The improvement has been due to very favorable perceptions of prices. Near record numbers of consumers mentioned the availability of discounted prices when asked to explain their views about each of the markets studied. Moreover, few consumers registered complains about high prices, and few consumers expressed concerns that prices would rise during the year ahead. Never before in the history of these surveys have such favorable perceptions of prices been as dominant. Although this has certainly improved consumers' buying attitudes, it now provides consumers little incentive to speed up their purchases to take advantage of current discounts. Indeed, just as the available of discounts has become the expected norm, the ability of these discounts to elevate overall sales rates has diminished. To be sure, the presence or absence of discounts will remain a key factor for market share considerations. While the presence of discounts provides little advantage, their absence remains a distinct disadvantage.

Importantly, consumer's reactions to changes in market prices now act to dampen inflationary trends, rather than validate and further accelerate inflationary trends as they did in the late 1970's.

Household Durables

Favorable attitudes toward buying conditions for furniture, appliances, home electronics, and other large household durables were held by 68 percent of all families in the July 1991 survey. This was the most favorable reading since the January 1991 low, although it still remained below the year earlier reading. These improved buying attitudes were based on very favorable perceptions of current and expected trends in market prices for these goods.

The availability of discounted prices was mentioned by 42 percent of all families in the July survey, up from 34 percent in June, and only marginally below the all-time record high of 45 percent (see the table below).

References to Prices In Assessments Of Buying Conditions For Durables

	Low Prices	Buy-in-Advance Rising Prices	High Prices
July 1991	42%	12%	6%
Record Low (Year)	2% (1952)	3% (1952)	5% (1986, 1988)
Record High (Year)	45% (1984, 1985, 1990)	53% (1979)	48% (1951)

Moreover, few consumers thought that current prices were to high and thus cause for postponement of purchases (just 6 percent in July), and few consumers favored speeding up purchases in anticipation of rising prices (12 percent in July). In both cases, these figures are within a few percentage points of the lowest levels recorded during the past decade.

Vehicles

Favorable attitudes toward buying conditions for vehicles were held by 64 percent of all families in the July 1991 survey, up from 61 percent one month earlier, and the recent low of 47 percent recorded at the close of 1990.

Price discounts on new vehicle purchases were anticipated by 50 percent of all families in the July 1991 survey, just below the all-time record level of 51 percent recorded three months earlier (see the table below).

The proportion of families that complained about high vehicle prices fell to 15 percent in the July 1991 survey, from 20 percent one month earlier, reversing the recent increases from the recent low of 14 percent in March. Overall, complaints about high vehicle prices are now not much above the decade low of 10 percent recorded in 1986 or the all-time low of 7 percent recorded in 1956. Moreover, just 7 percent of all families in the July 1991 survey mentioned the advantage of speeding up purchase plans in anticipation of rising vehicle prices, near two decade low of 4 percent in February of this year (the all-time low was 3 percent recorded in the mid 1950's).

References to Prices in Assessments Of Vehicle Buying Conditions

	Low Prices	Buy-in-Advance Rising Prices	High Prices
July 1991	50%	7%	15%
Record Low (Year)	4% (1973, 1974, 1978)	3% (1954, 1958)	7% (1956)
Record High (Year)	51% (1991)	43% (1978)	45% (1974)

Homes

Attitudes toward buying conditions for homes remained unchanged at much improved levels in the July 1991 survey. Among all families, 73 percent thought that current buying conditions were favorable, just between the 72 percent recorded one month earlier and the 74 percent recorded two months ago.

The availability of discounted home prices were reported by 45 percent of all families in the July 1991 survey, unchanged from one month earlier, and just below the all-time record of 49 percent recorded two months earlier (see the table below).

Complaints that home prices were too high were voiced by 12 percent of all families in the July 1991 survey. Although this was marginally above the 9 percent recorded in the prior two months, it remained at very low levels compared with historic trends.

Just 8 percent of all families in July thought that it was better to buy now in anticipation of future increases in home prices, near the all-time low of 3 percent recorded in 1986.

References to Prices in Assessments Of Home Buying Conditions

	Low Prices	Buy-in-Advance Rising Prices	High Prices
July 1991	45%	8%	12%
Record Low (Year)	1% (1969, 1973, 1974)	3% (1986)	5% (1986)
Record High (Year)	49% (1991)	46% (1977)	34% (1973, 1978)

* * *

The July 1991 survey included 502 interviews conducted between July 1st and July 30, 1991.

U7475-2A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

JULY 1991

The July 1991 survey was the 276th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

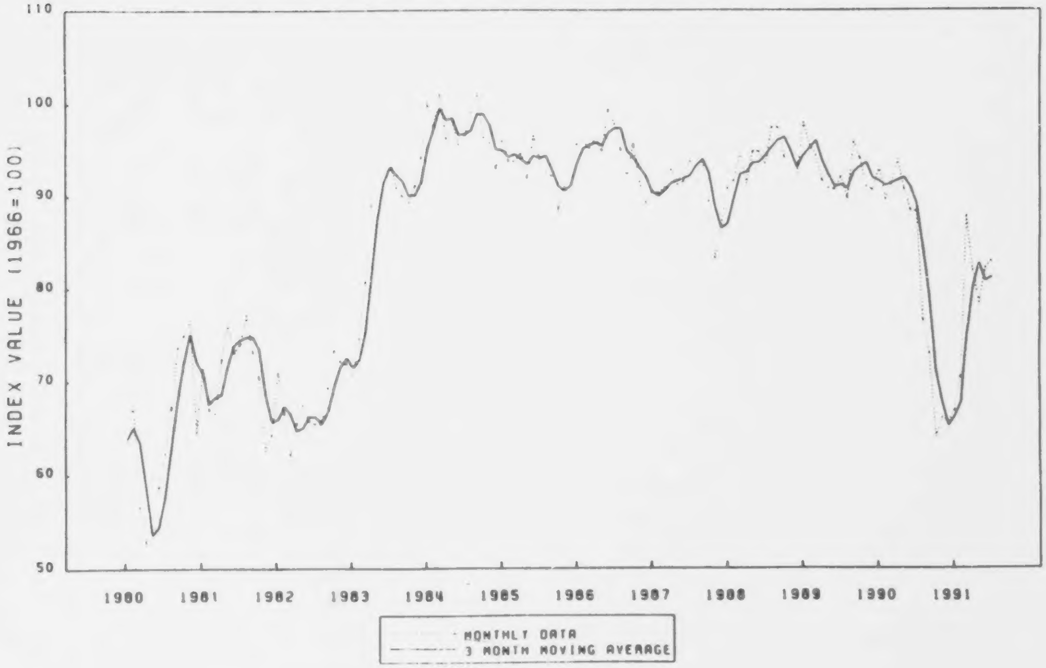


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

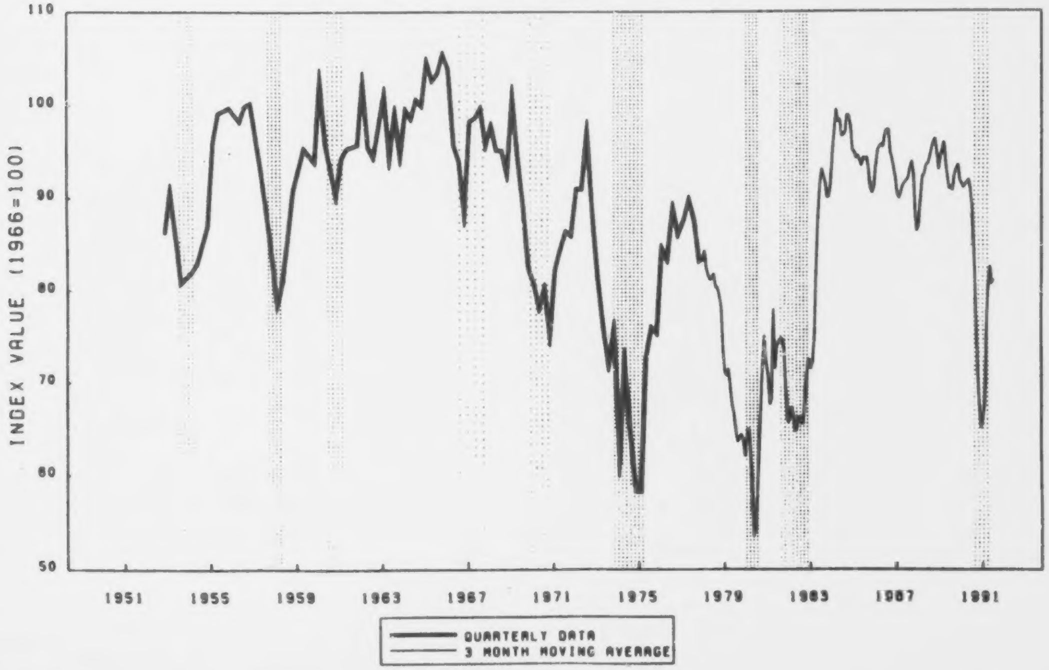


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
July	1988	93.4	100.5	103.9
August	1988	97.4	105.1	104.2
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3
April	1991	81.8	91.0	91.0
May	1991	78.3	84.3	86.7
June	1991	82.1	88.1	87.2
July	1991	82.9	90.1	91.5

CHART 2A - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

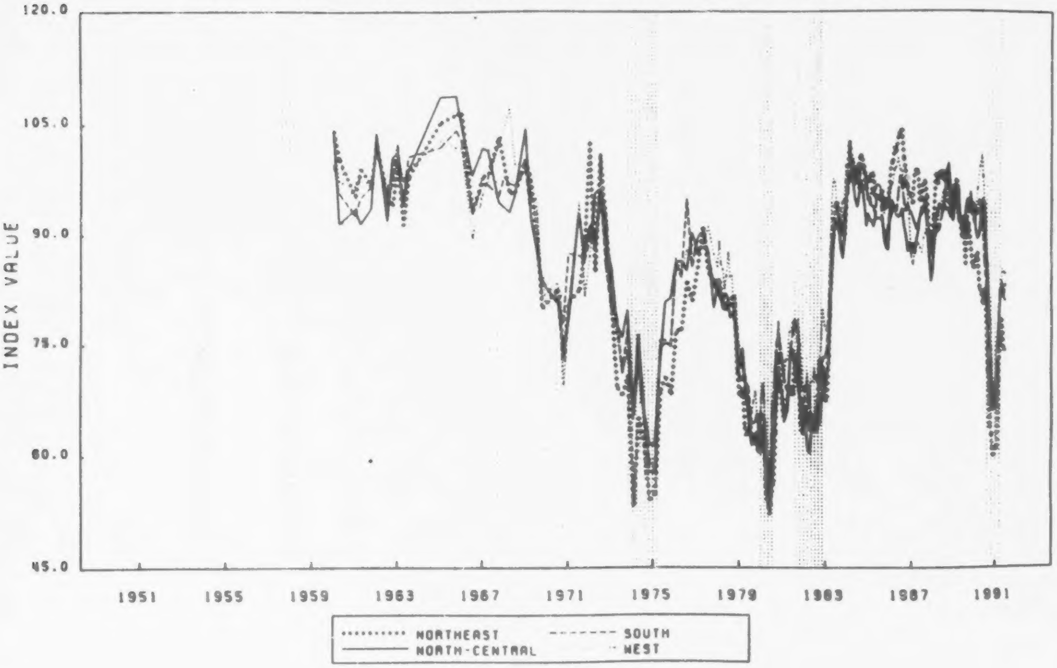


CHART 2B - HISTORICAL SERIES

INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

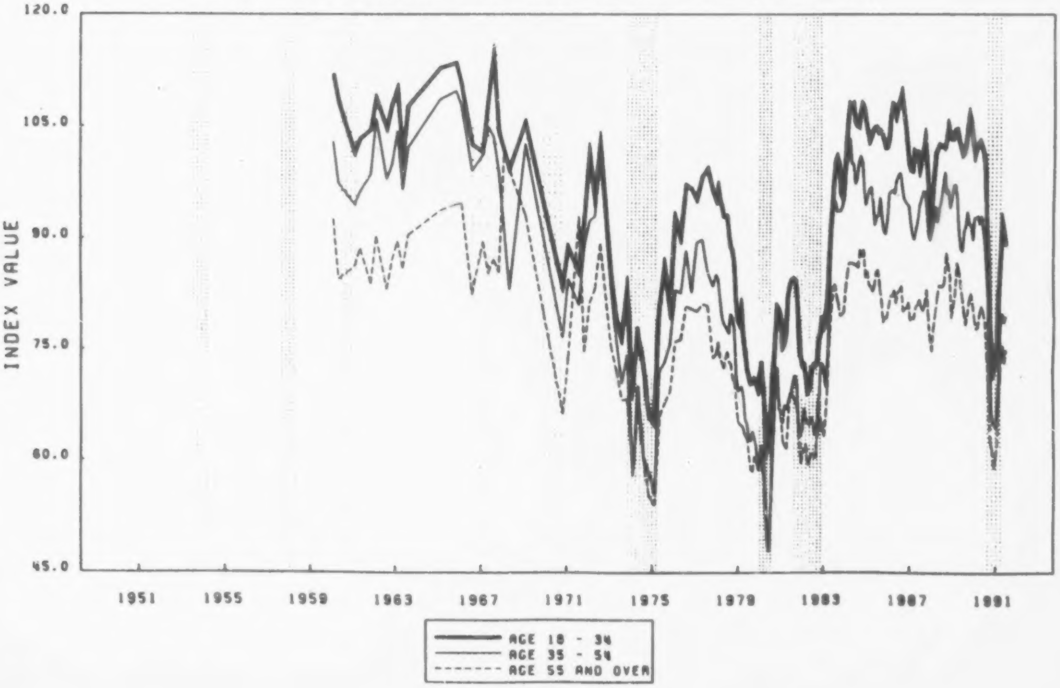


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

		CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY		North East	North Central	South	West	18-34	35-54	55+
July	1988	98.3	92.0	91.8	94.0	99.6	93.0	86.6
August	1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September	1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October	1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November	1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December	1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January	1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February	1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March	1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April	1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May	1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June	1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July	1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August	1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September	1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October	1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November	1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December	1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January	1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February	1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March	1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April	1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May	1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June	1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July	1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August	1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September	1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October	1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November	1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December	1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January	1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February	1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March	1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April	1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1
May	1991	73.5	76.6	79.0	84.0	89.4	73.9	72.1
June	1991	69.9	82.5	85.9	86.6	92.1	80.8	73.4
July	1991	79.6	83.7	84.8	82.8	85.8	83.8	79.4

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

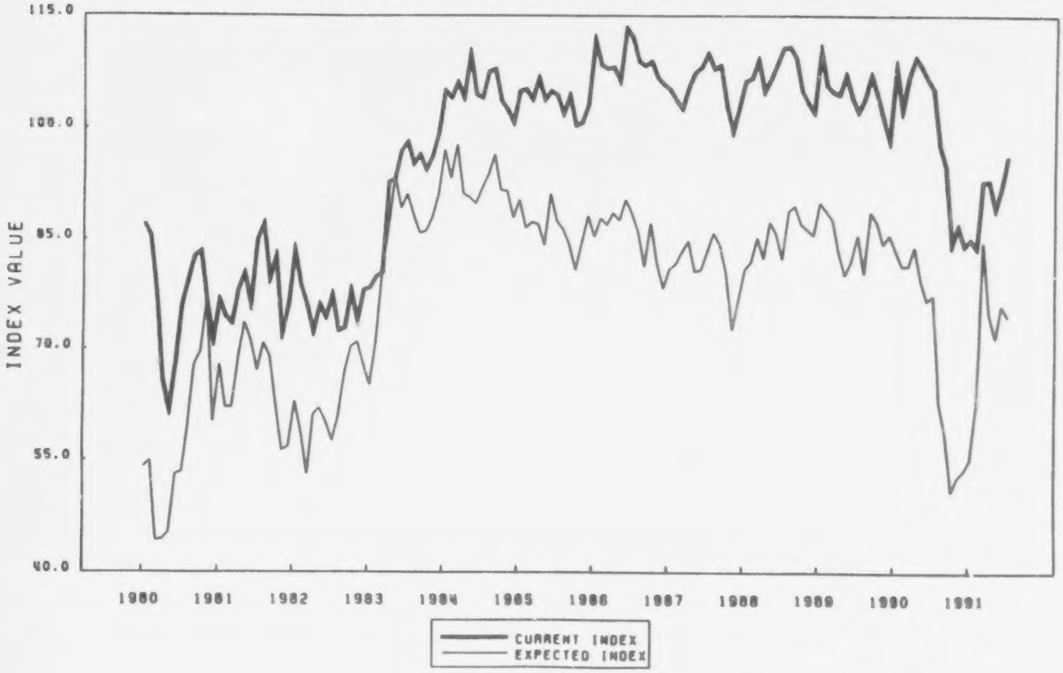


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

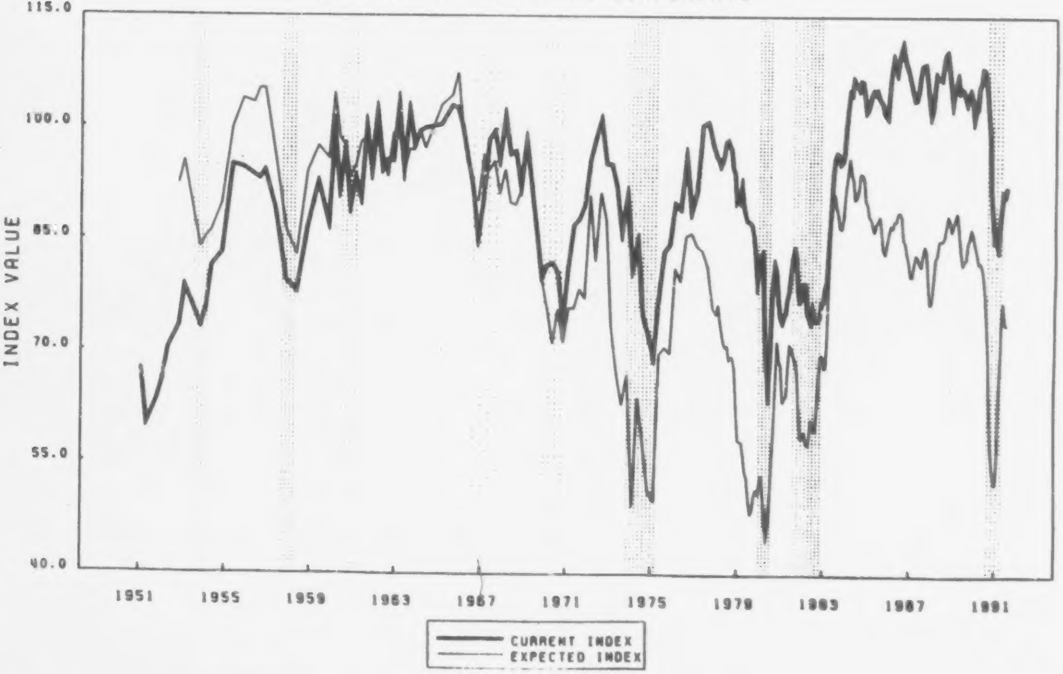


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		INDEX COMPONENTS + Personal finances Current (1)	Personal finances Expected (2)	Business conditions 12 months (3)	Business conditions 5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
July	1988	120	128	106	96	167	110.7	82.3
August	1988	127	127	125	105	160	110.8	88.8
September	1988	127	133	125	102	157	109.4	89.5
October	1988	114	124	129	97	158	105.0	87.0
November	1988	112	128	122	97	156	103.3	86.3
December	1988	114	127	119	98	150	102.0	85.5
January	1989	121	131	128	103	165	110.3	89.9
February	1989	120	130	128	99	154	105.7	88.8
March	1989	116	131	123	98	156	104.8	87.6
April	1989	113	130	113	91	158	104.4	83.2
May	1989	121	125	107	89	157	107.1	80.1
June	1989	115	123	115	90	155	104.1	82.0
July	1989	112	123	124	96	152	102.1	85.5
August	1989	114	126	109	88	156	103.9	80.3
September	1989	117	129	127	101	161	107.1	88.6
October	1989	114	134	124	93	156	104.4	87.2
November	1989	116	130	116	92	146	101.2	84.3
December	1989	115	129	115	99	140	98.2	85.5
January	1990	116	124	119	92	164	108.0	83.4
February	1990	108	126	111	90	157	102.3	81.3
March	1990	117	125	108	93	160	106.9	81.3
April	1990	122	136	110	92	162	109.4	83.9
May	1990	119	126	110	83	161	108.1	79.3
June	1990	119	125	100	83	158	106.5	76.6
July	1990	115	127	98	84	158	105.1	77.3
August	1990	105	119	63	68	147	97.5	62.9
September	1990	106	112	53	68	139	94.7	58.8
October	1990	91	105	43	54	126	84.2	50.9
November	1990	97	112	41	56	127	86.7	52.8
December	1990	98	110	40	63	119	84.0	53.7
January	1991	104	118	46	55	115	84.9	55.2
February	1991	96	120	56	71	120	83.7	62.0
March	1991	102	126	113	100	137	92.7	84.5
April	1991	99	122	98	79	141	92.8	74.7
May	1991	102	124	85	78	128	89.0	71.5
June	1991	104	120	102	81	133	91.9	75.9
July	1991	103	119	99	80	145	96.1	74.4

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

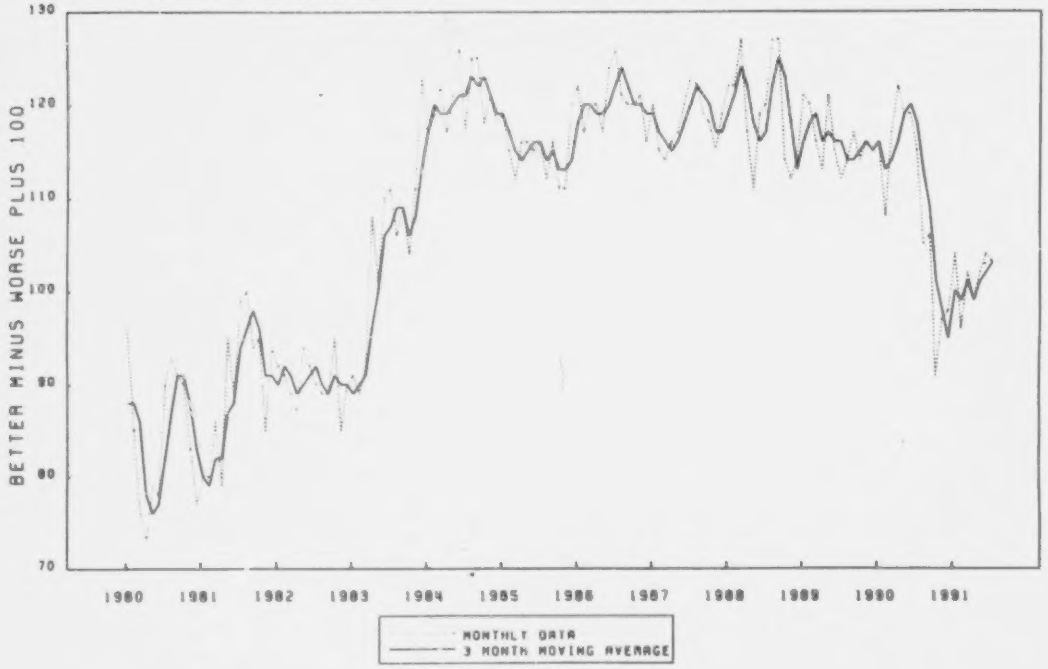


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

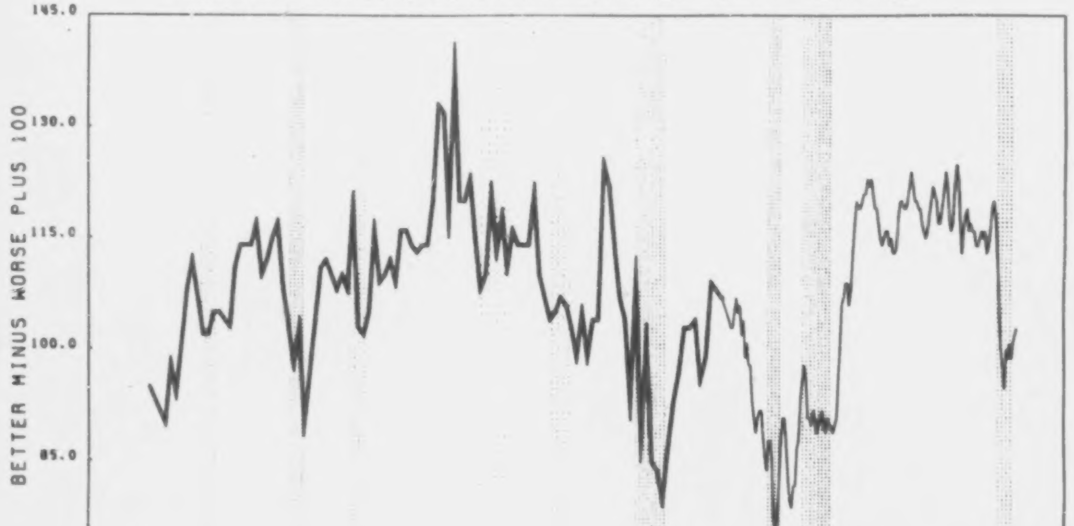


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
BETTER OFF	43%	36%	36%	30%	35%	33%	34%	32%	35%	34%	36%	35%	36%
SAME	29	33	34	31	27	32	35	32	31	30	30	33	31
WORSE OFF	28	31	30	39	38	35	30	36	33	35	34	31	33
DK,NA	*	*	*	*	*	*	1	*	1	1	*	1	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

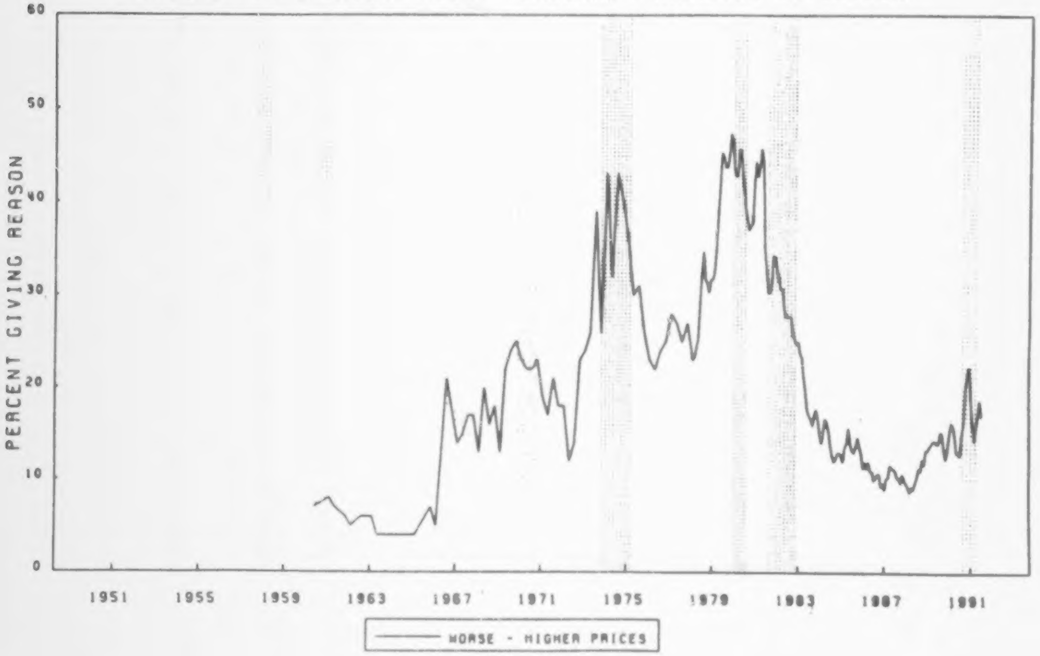


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

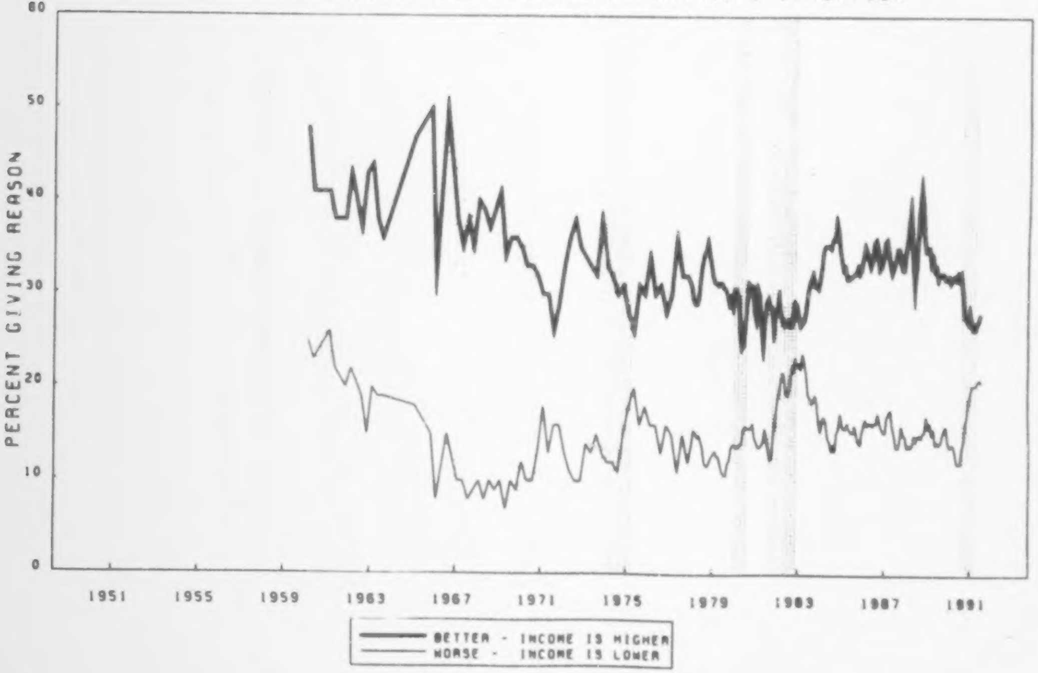


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	32%	31%	28%	24%	30%	27%	28%	25%	26%	28%	27%	27%	30%
WORSE OFF THAN YEAR AGO:													
Income is lower	13	17	13	19	19	18	22	21	18	22	22	19	21
Higher prices	12	18	18	24	23	20	14	15	14	18	19	19	13

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

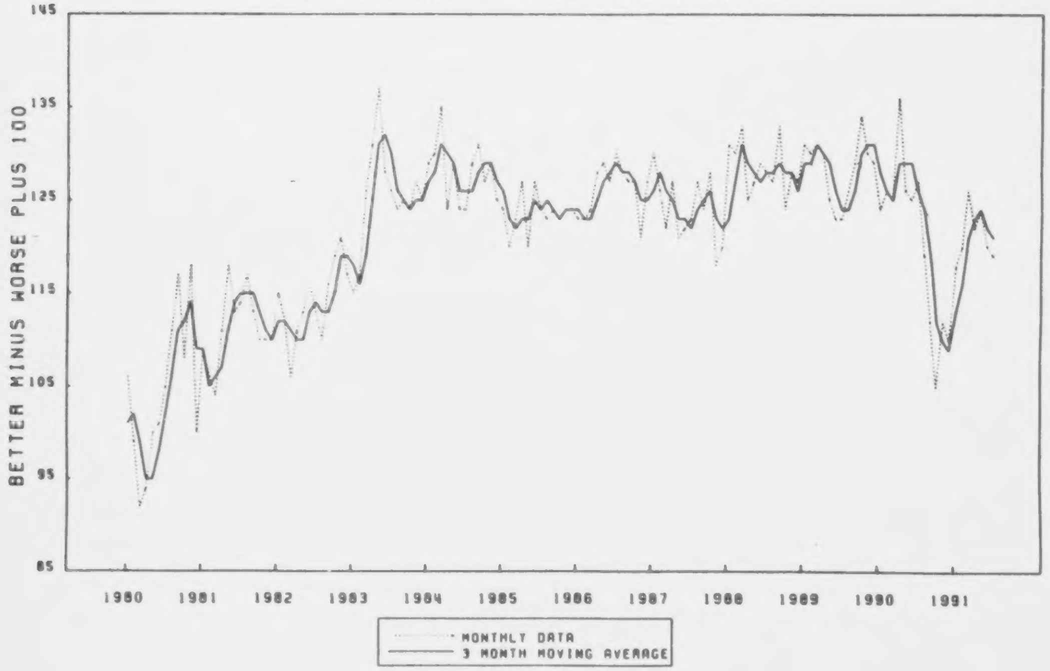


CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

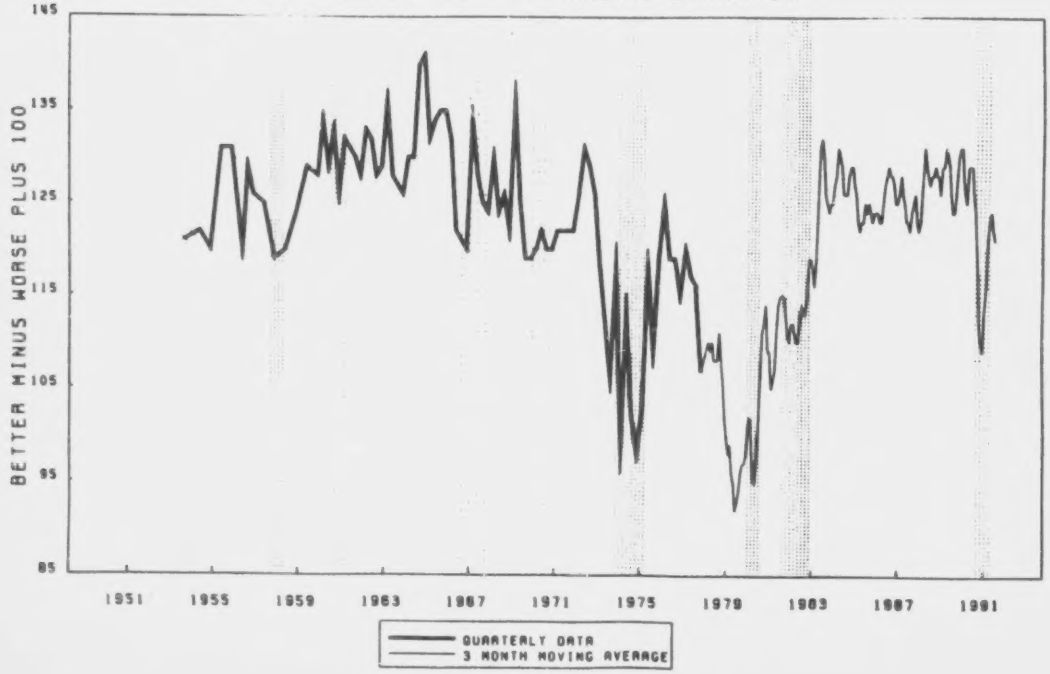


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
BETTER OFF	37%	32%	29%	29%	31%	26%	32%	32%	36%	34%	37%	33%	33%
SAME	51	52	52	44	46	54	51	53	50	51	46	50	48
WORSE OFF	10	13	17	24	19	16	14	12	10	12	13	13	14
DK,NA	2	3	2	3	4	4	3	3	4	3	4	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

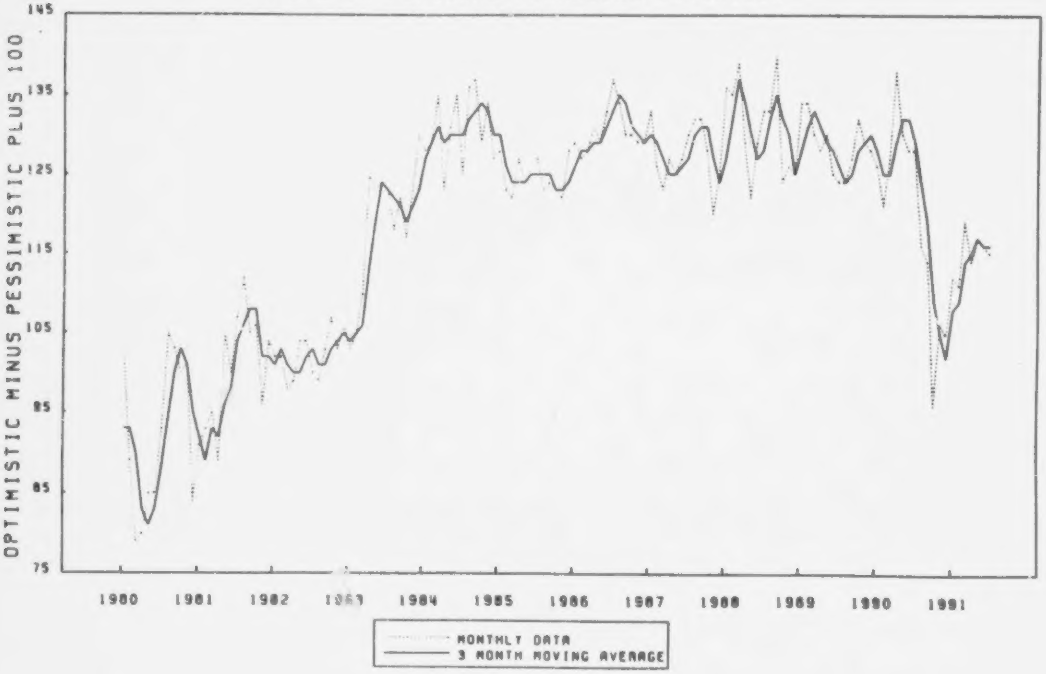


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

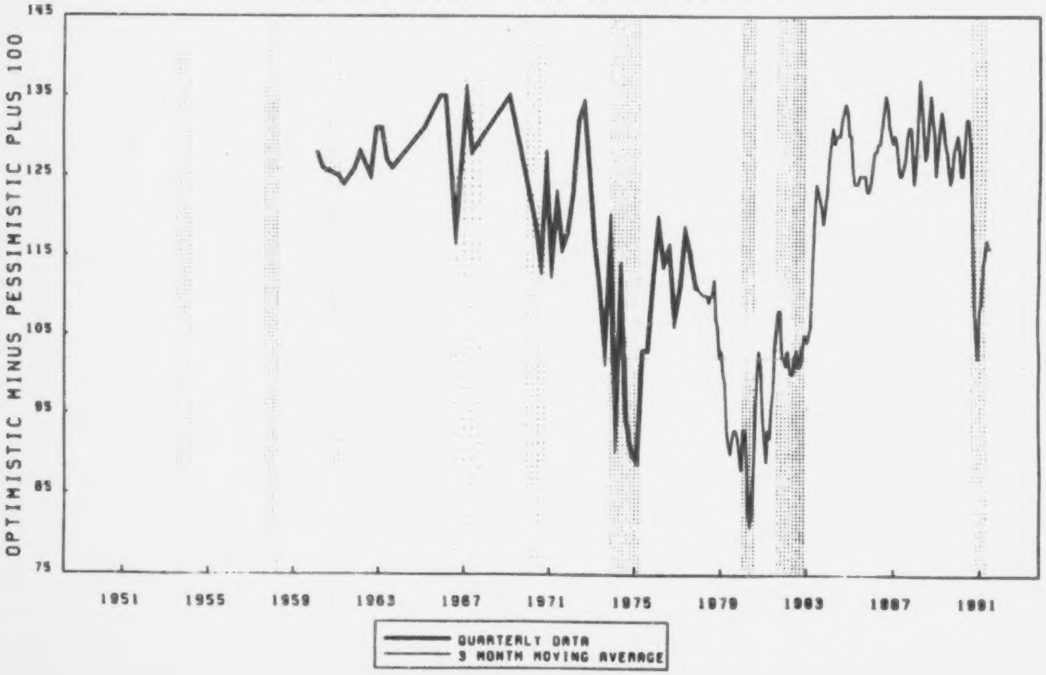


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

PERSONAL FINANCIAL PROGRESS:	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
Continuous increase (a)	21%	14%	14%	13%	15%	12%	16%	13%	16%	14%	18%	16%	17%
Intermittant increase(b)	26	28	26	20	23	24	22	25	24	27	24	25	23
Remain unchanged (c)	20	18	21	15	13	18	21	19	20	16	16	19	18
Intermittant decline (d)	13	20	17	25	23	22	20	20	16	21	18	18	19
Continuous decline (e)	6	6	9	12	9	9	6	7	5	6	7	7	6
Mixed change (f)	12	11	11	12	13	11	11	13	14	13	13	11	12
DK,NA	2	3	2	3	4	4	4	3	5	3	4	4	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

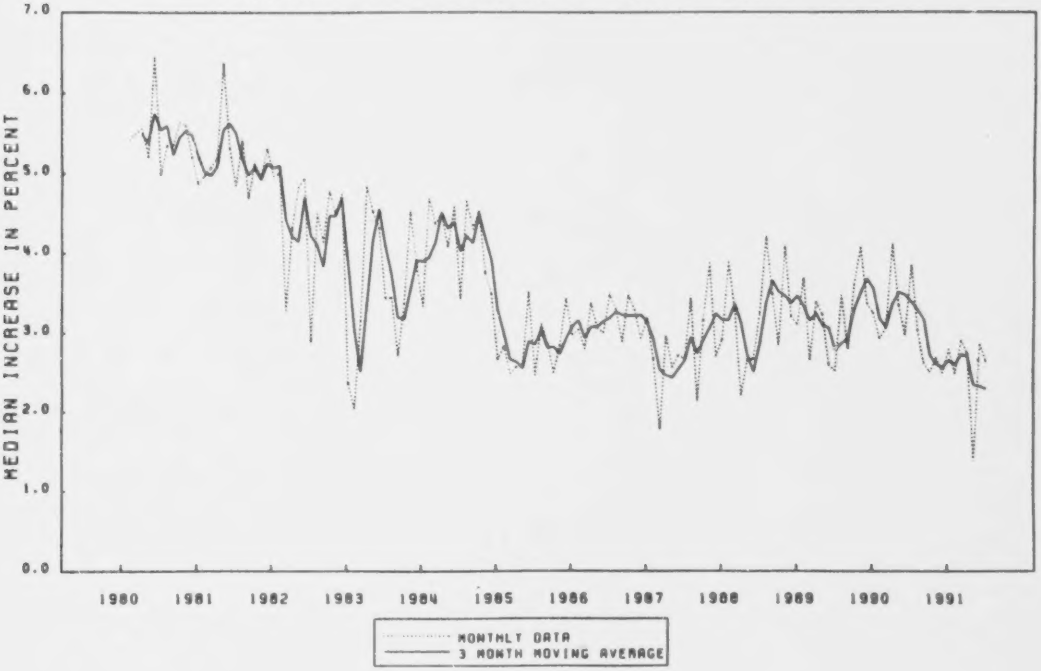


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

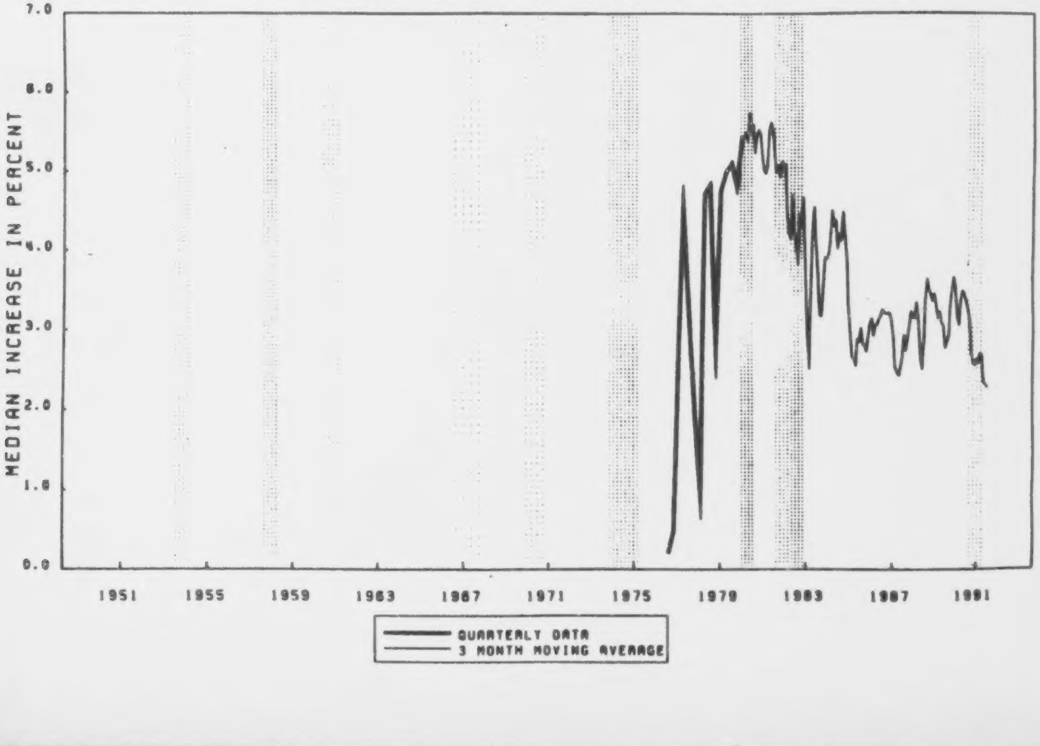


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
EXPECT INCREASE:													
1-4%	16%	17%	17%	14%	19%	17%	15%	19%	13%	16%	14%	15%	17%
5%	14	9	10	13	13	14	11	12	13	11	9	13	11
6-9%	8	10	8	5	4	5	7	6	7	6	6	4	6
10-24%	15	17	12	13	15	12	12	12	13	16	14	14	14
25% or more	8	6	6	6	5	6	8	6	7	5	7	7	6
DK how much up	3	2	4	5	3	4	5	4	5	4	4	4	2
EXPECT SAME	25	25	28	26	24	25	29	24	28	28	29	25	26
EXPECT DOWN	9	13	14	17	17	17	12	16	12	14	15	17	16
DK,NA	2	1	1	1	*	*	1	1	2	*	2	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

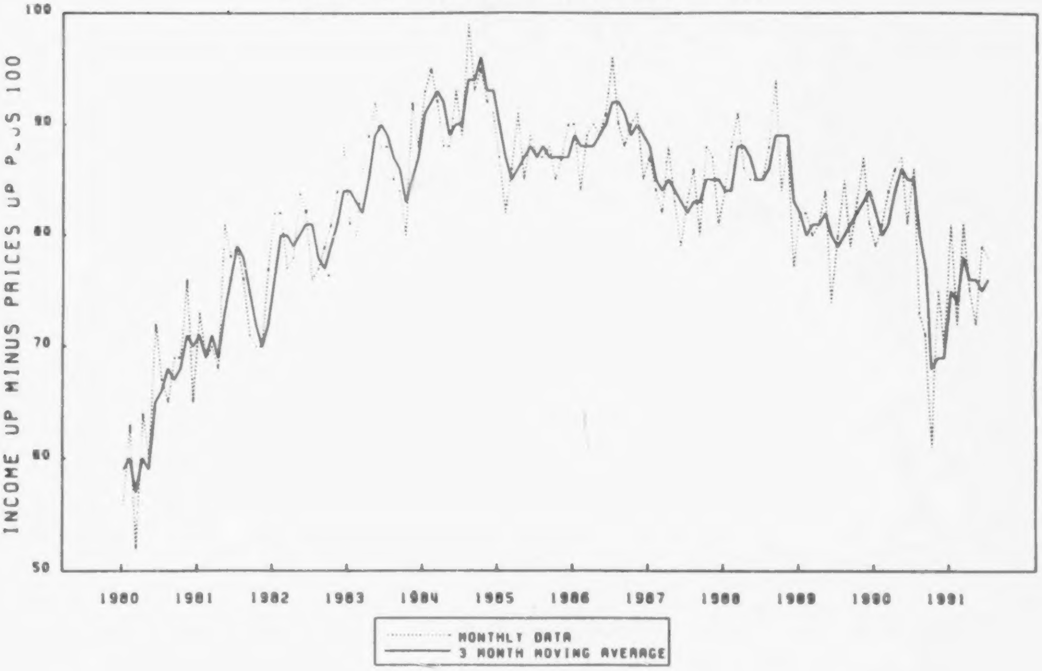


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

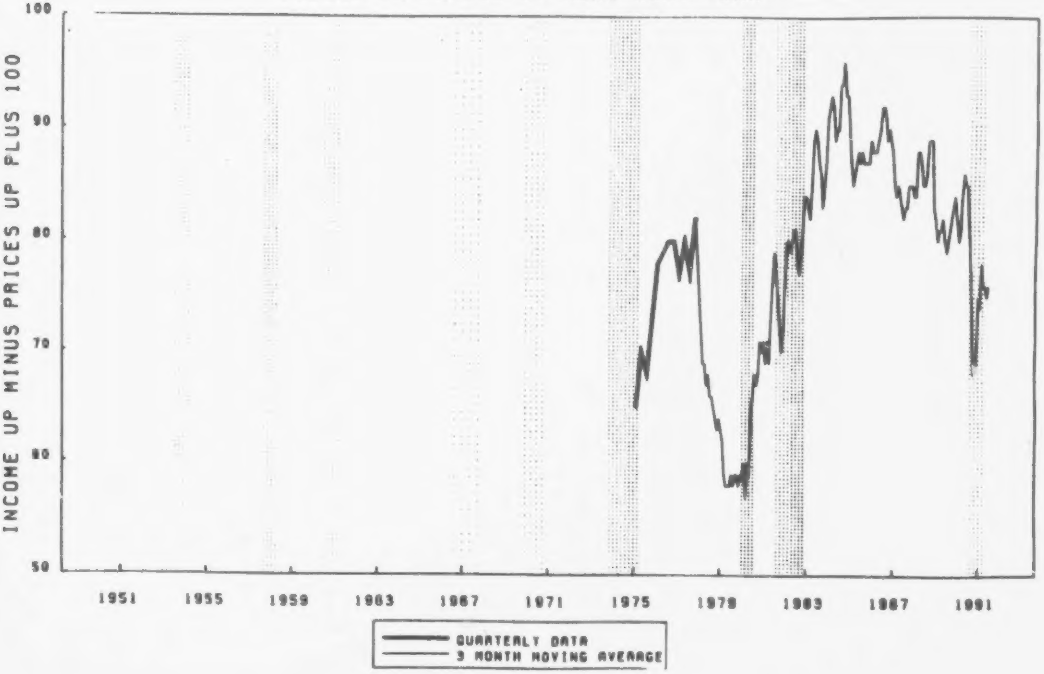


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
INCOME UP MORE	21%	18%	14%	12%	16%	15%	18%	15%	18%	15%	17%	17%	17%
INCOME UP SAME	42	37	42	35	41	38	45	40	44	43	37	42	41
PRICES UP MORE	35	45	43	51	41	45	37	43	37	40	45	38	39
DK,NA	2	*	1	2	2	2	*	2	1	2	1	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

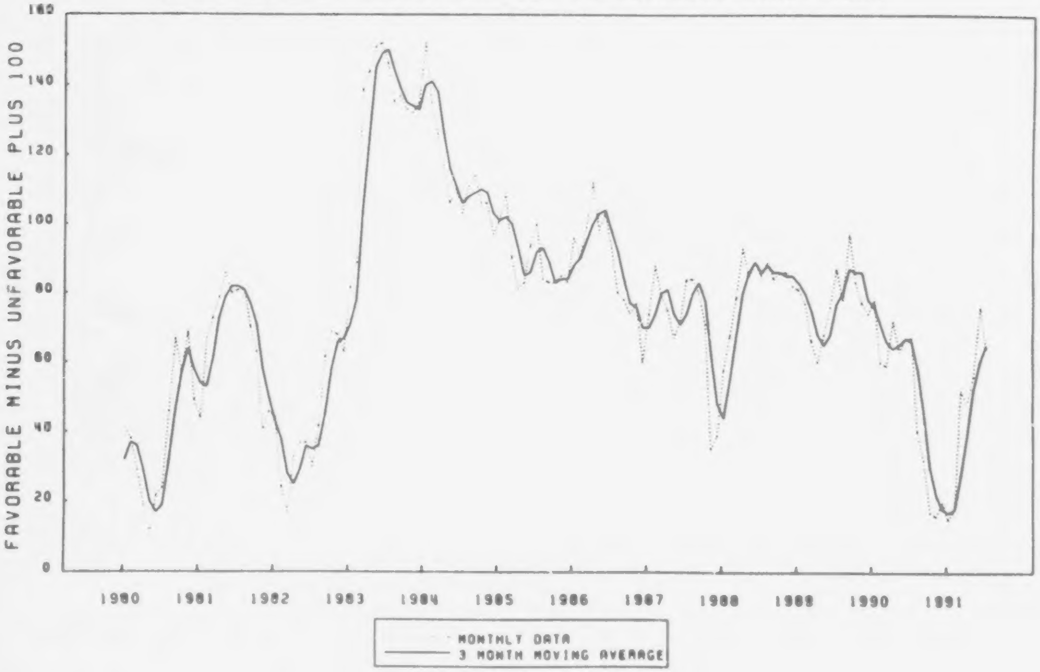


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

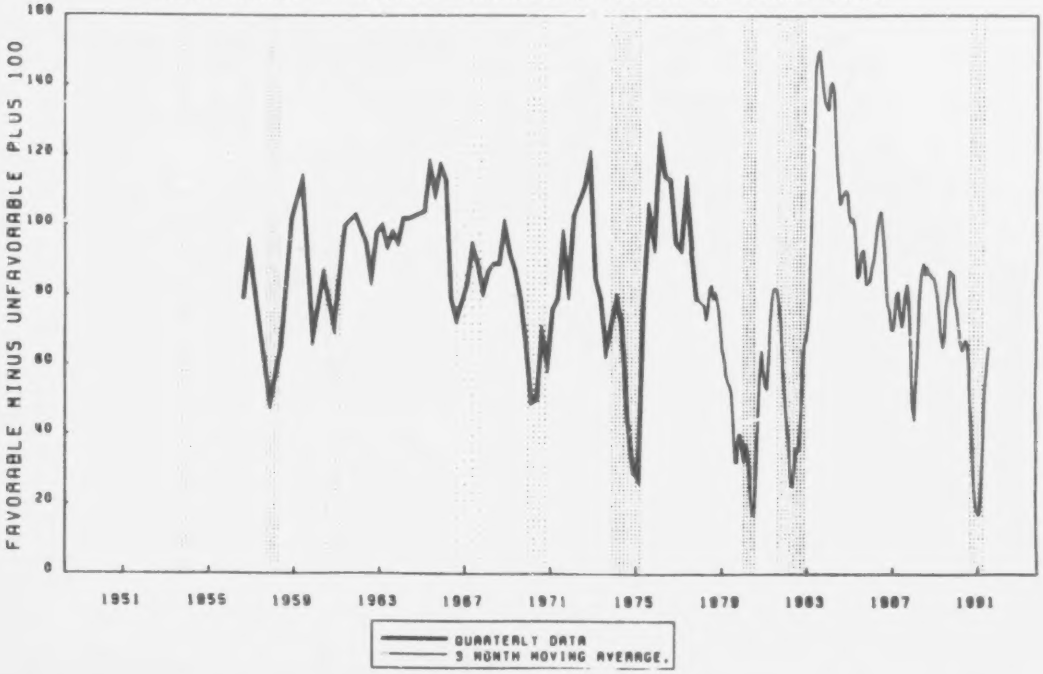


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
FAVORABLE NEWS	18%	16%	10%	8%	8%	11%	9%	13%	27%	24%	27%	32%	31%
UNFAVORABLE NEWS	51	76	78	91	92	91	94	95	75	76	71	56	67
NO MENTIONS	54	39	44	35	37	33	32	31	35	35	37	42	36

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

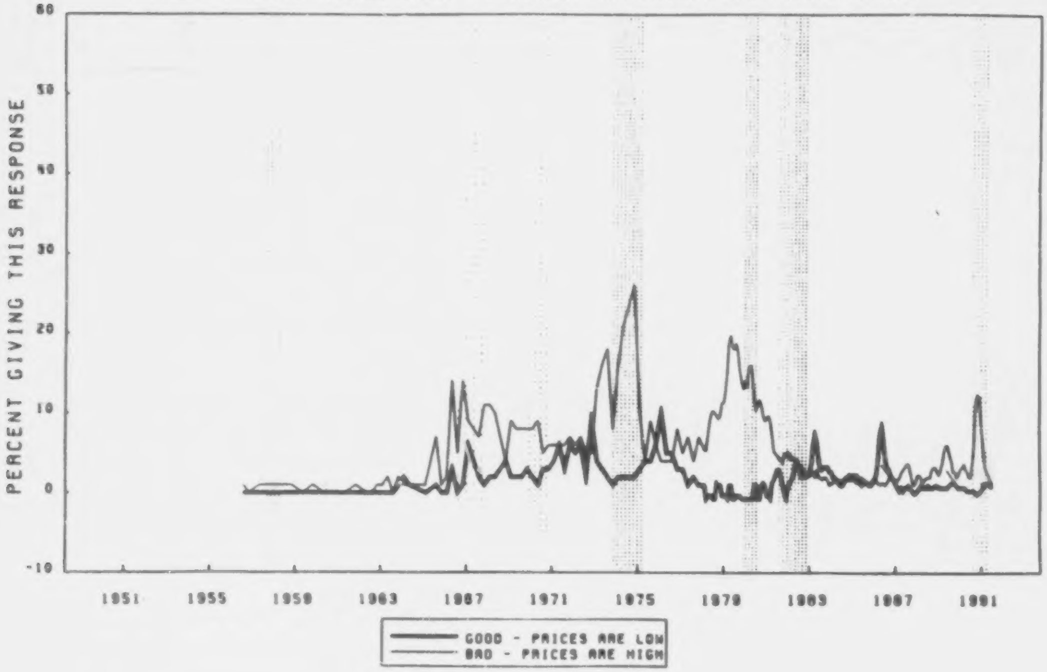


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

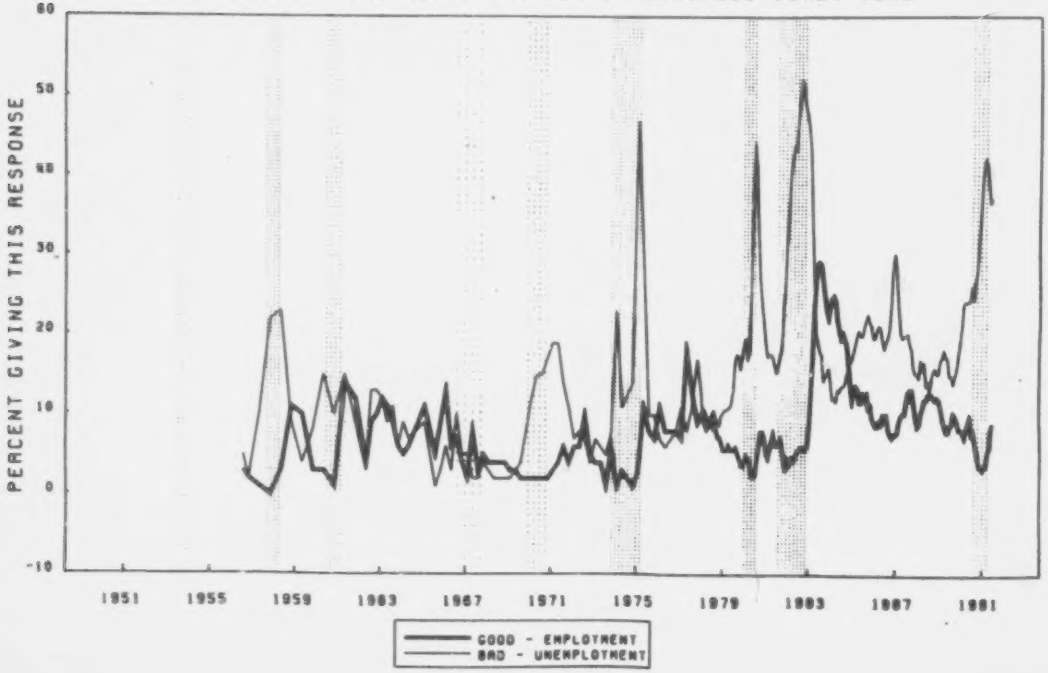


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
FAVORABLE NEWS:													
Government; elections	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	2%	2%	2%
Employment	6	9	4	3	4	4	2	5	5	7	6	12	9
Higher consumer demand	*	1	1	1	*	1	*	*	1	1	1	1	3
Lower prices	1	*	*	*	*	*	1	1	2	1	1	1	*
Easier credit	2	2	*	*	1	1	3	2	6	3	6	2	3
Stock market	2	*	*	*	*	*	1	1	1	2	1	2	2
Trade deficit	1	*	*	*	*	*	*	*	1	*	*	1	*
UNFAVORABLE NEWS:													
Government; elections	9	13	17	16	17	10	15	11	5	6	4	6	6
Unemployment	23	29	22	31	31	33	43	46	38	41	39	30	43
Lower consumer demand	3	5	5	4	5	11	8	11	11	9	7	7	4
Higher prices	2	9	10	16	11	9	4	3	3	2	2	1	1
Tighter credit	2	2	3	2	2	2	1	1	2	1	1	1	1
Energy crisis	*	2	4	2	3	2	1	*	1	*	*	*	*
Stock market	1	3	3	5	5	*	3	2	1	1	1	*	*
Trade deficit	2	1	1	1	*	1	2	1	1	2	2	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

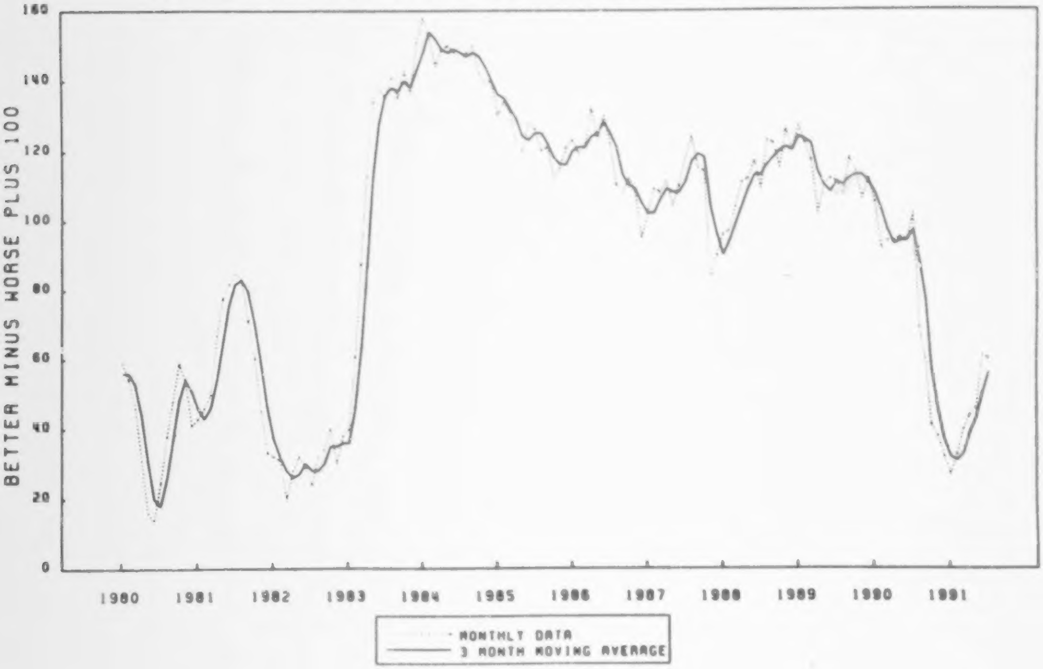


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

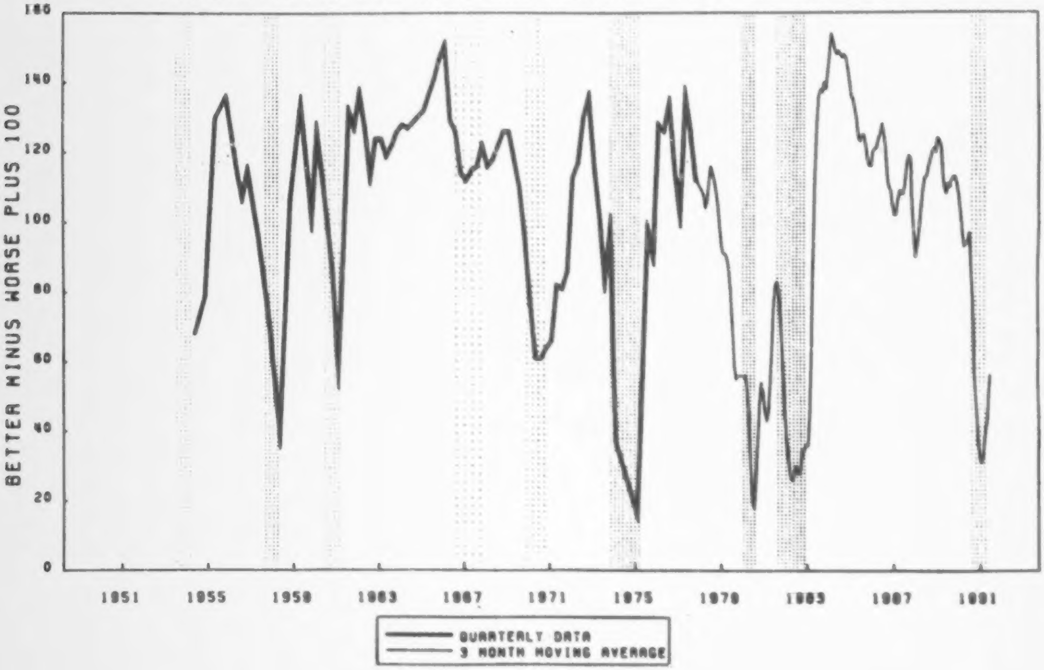


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
BETTER NOW	41%	26%	22%	15%	13%	11%	8%	11%	15%	18%	18%	25%	24%
SAME	19	15	13	8	11	9	10	9	8	7	8	10	11
WORSE NOW	39	57	62	74	75	79	81	78	75	74	72	64	64
DK,NA	1	2	3	3	1	1	1	2	2	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

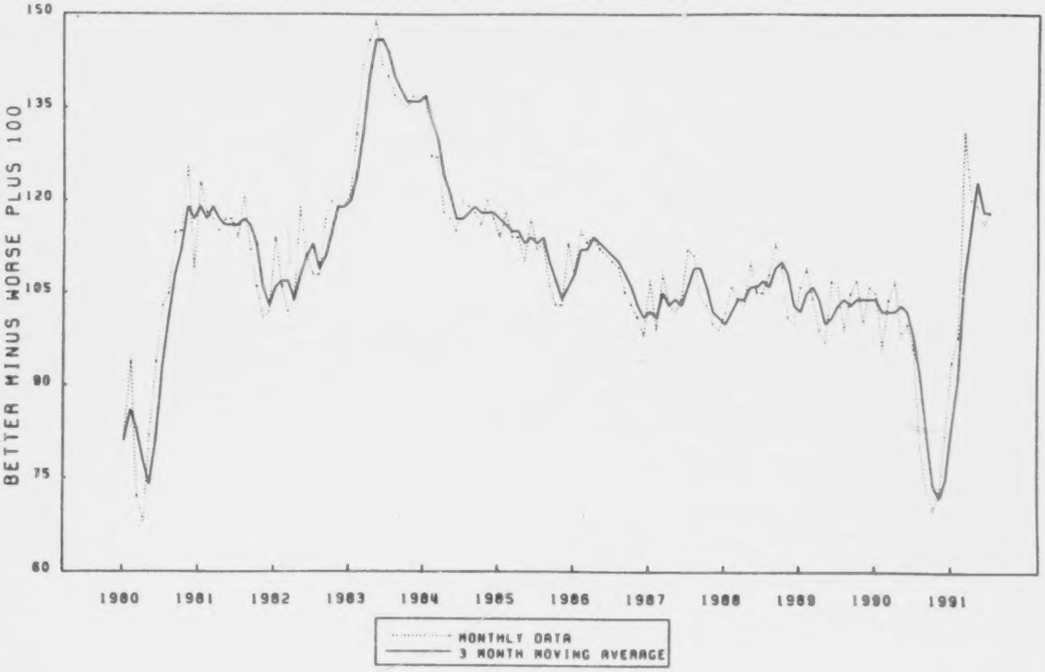


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

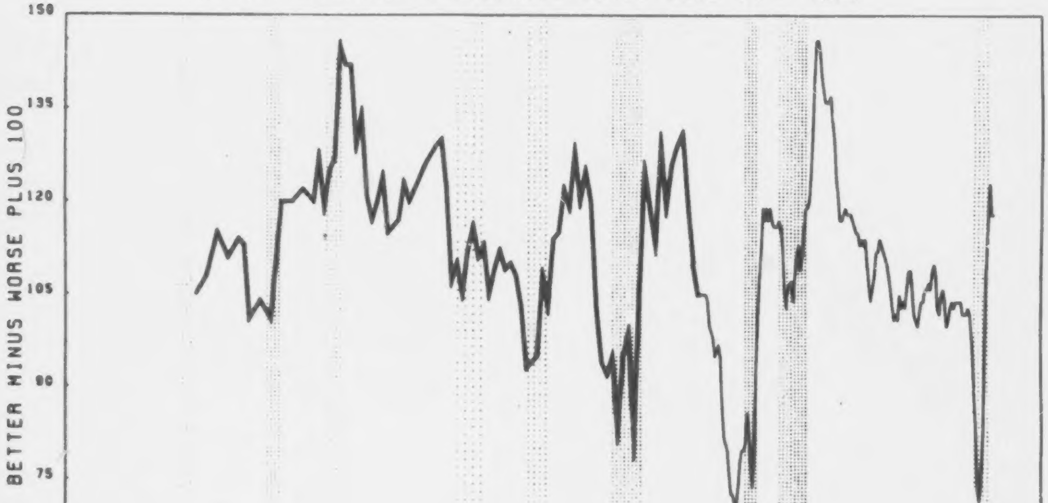


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
BETTER	16%	13%	11%	13%	14%	17%	24%	27%	44%	36%	36%	33%	35%
SAME	63	52	50	41	43	44	41	41	40	46	44	48	46
WORSE	20	33	38	43	41	35	30	29	13	16	17	17	17
DK,NA	1	2	1	3	2	4	5	3	3	2	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

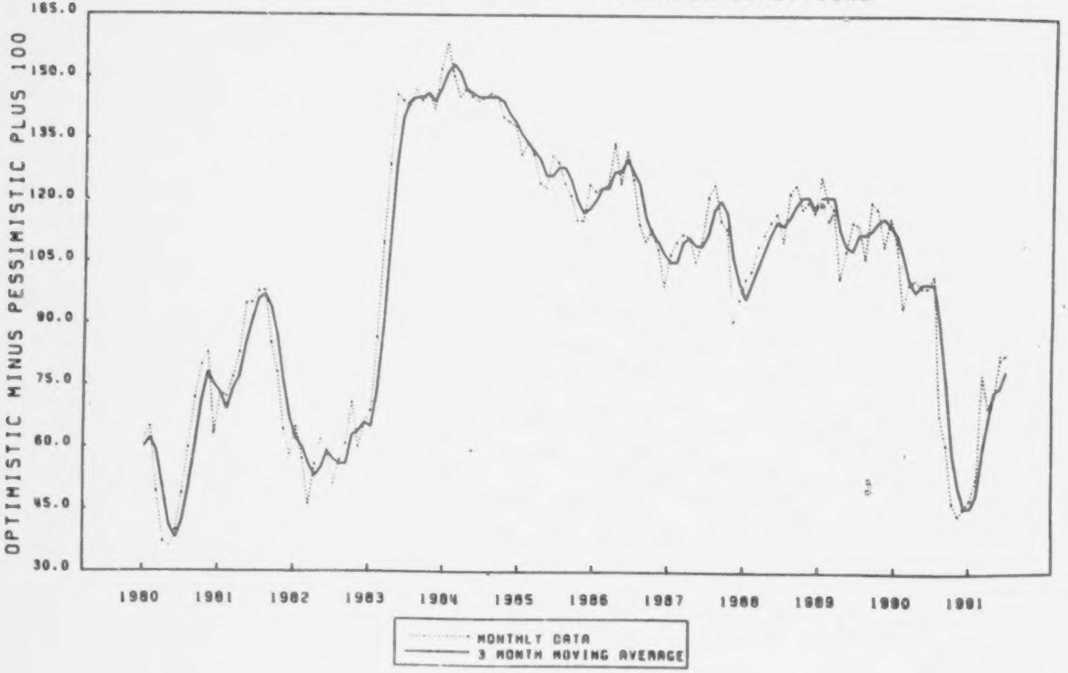


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

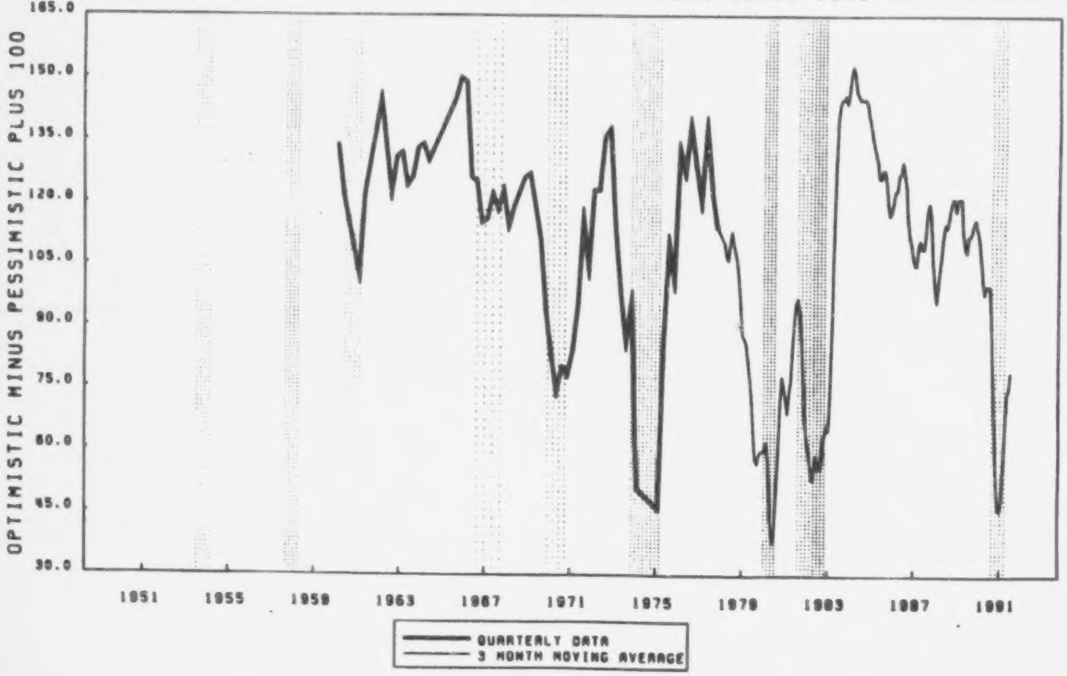


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
Continuous increase (a)	8%	5%	3%	3%	2%	2%	2%	5%	7%	8%	8%	12%	12%
Intermittant increase(b)	31	17	16	10	9	9	6	6	12	10	11	15	15
Remain unchanged (c)	12	9	9	5	5	4	6	4	3	4	4	6	6
Intermittant decline (d)	25	30	27	28	34	35	34	34	29	35	31	30	28
Continuous decline (e)	12	24	31	38	33	30	26	24	12	13	15	15	16
Mixed change (f)	9	11	10	10	14	14	21	22	33	26	27	19	19
DK,NA	3	4	4	6	3	6	5	5	4	4	4	3	4
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

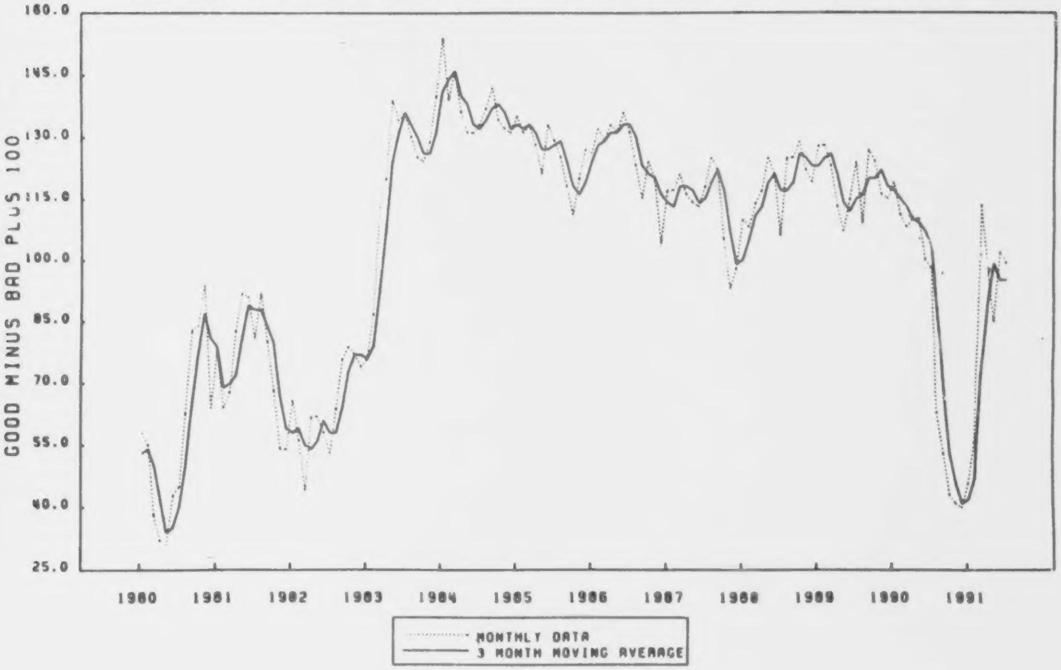


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

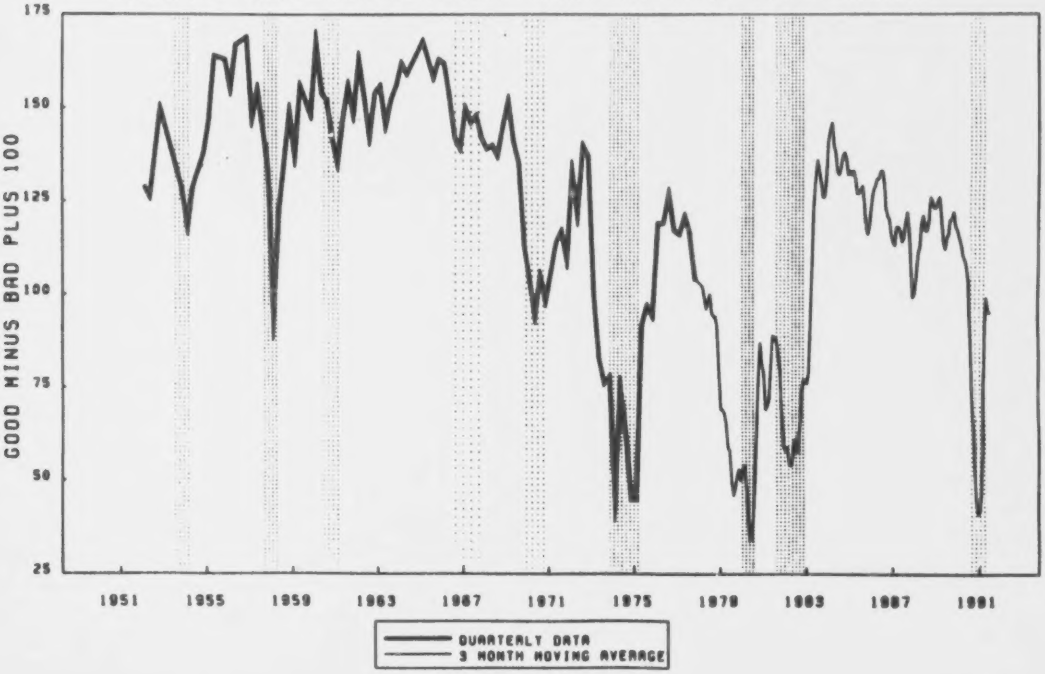


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIMES	40%	25%	18%	14%	15%	12%	16%	20%	48%	40%	34%	41%	41%
UNCERTAIN; GOOD & BAD	6	2	3	3	2	4	5	4	5	6	3	4	4
BAD TIMES	42	63	65	71	74	72	70	64	35	42	49	39	42
DON'T KNOW	7	5	8	5	3	5	5	7	5	4	4	6	6
NOT ASCERTAINED	5	5	6	7	6	7	4	5	7	8	10	10	7
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

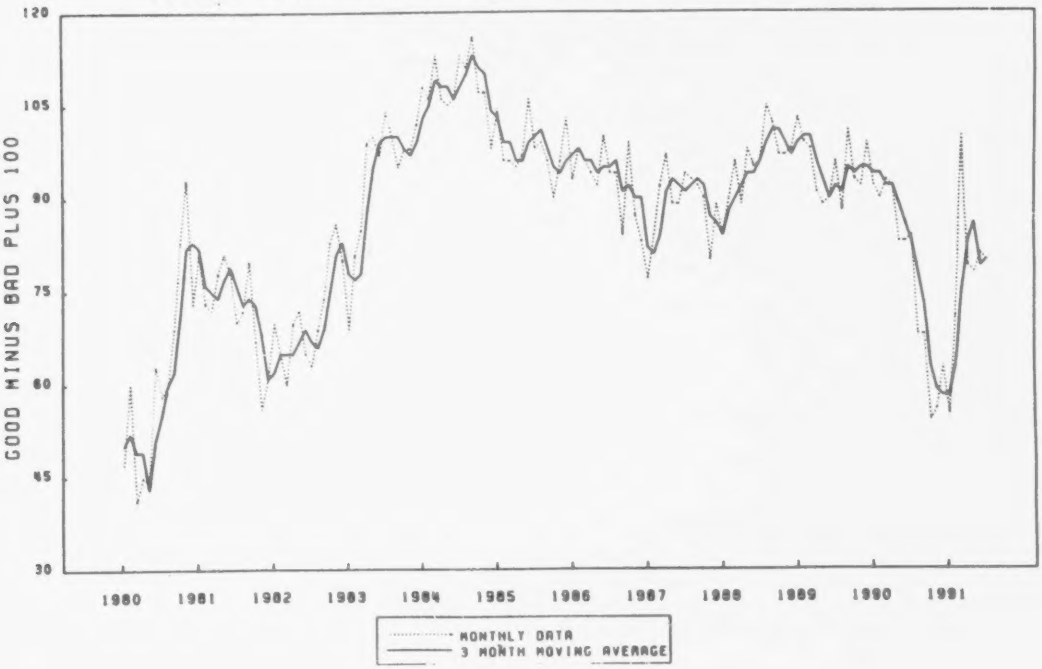


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

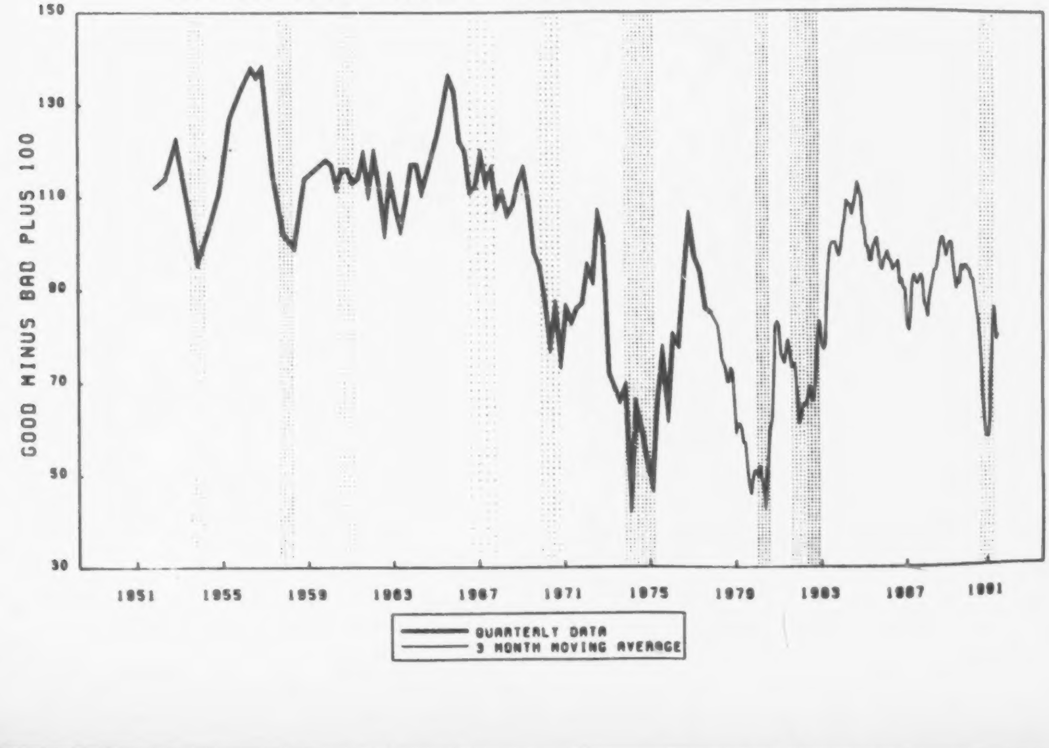


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIMES	34%	24%	25%	19%	18%	24%	18%	26%	38%	30%	30%	30%	28%
UNCERTAIN; GOOD & BAD	11	14	14	10	15	11	15	14	16	14	14	16	19
BAD TIMES	50	56	57	65	62	61	63	55	38	51	52	49	48
NOT ASCERTAINED	5	6	4	6	5	4	4	5	8	5	4	5	5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

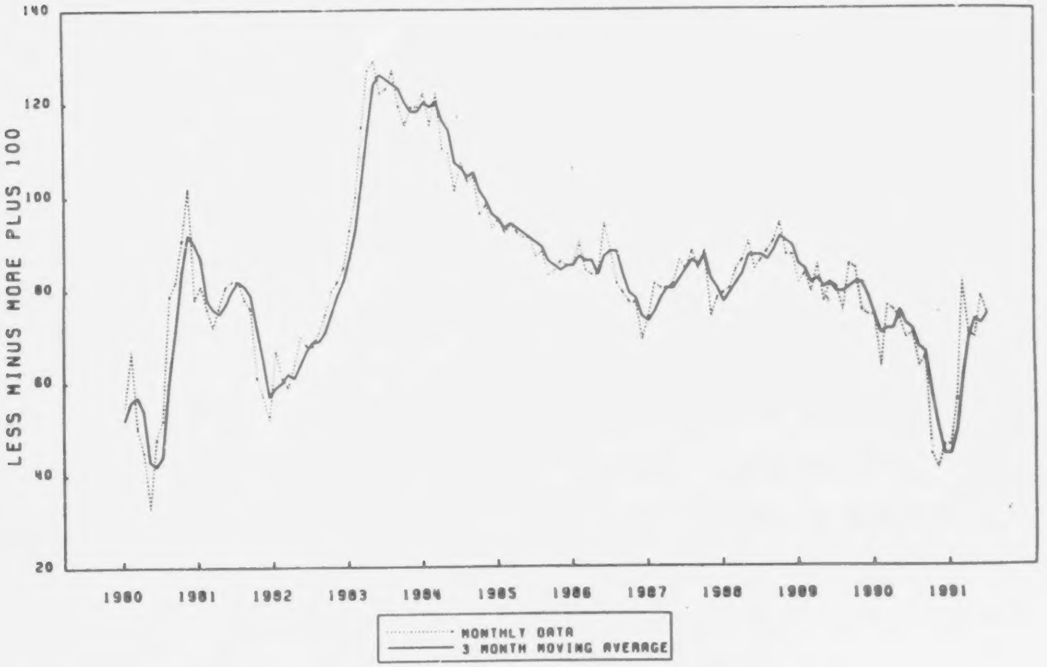


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

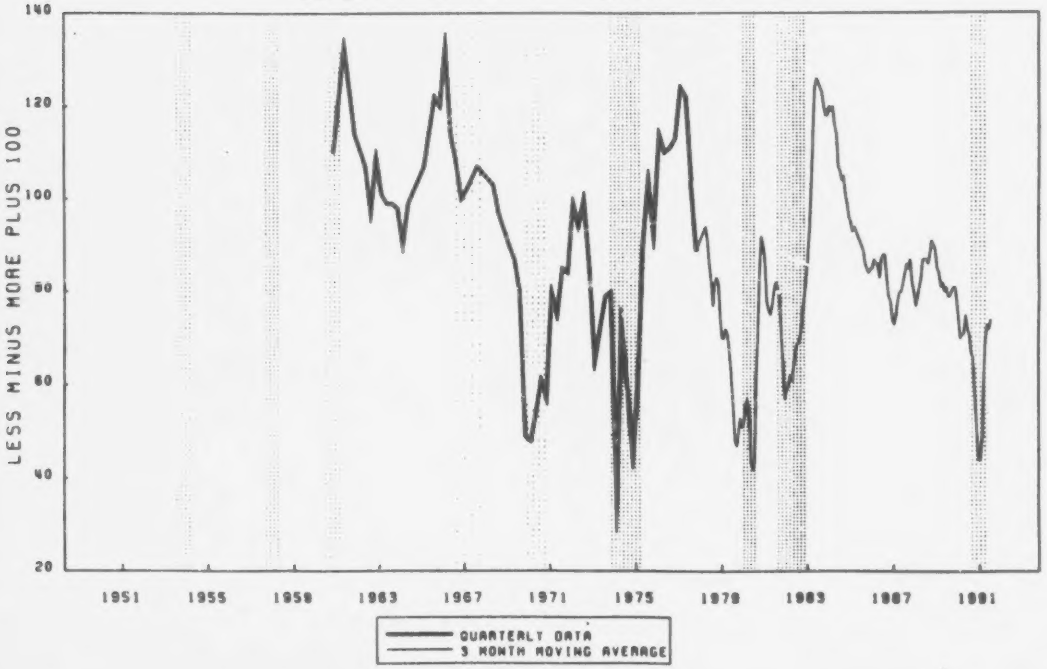


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
LESS	7%	9%	9%	6%	5%	6%	8%	12%	17%	15%	12%	14%	13%
SAME	54	44	45	30	30	34	29	31	46	39	44	48	48
MORE	37	46	44	62	64	60	62	56	36	45	43	36	39
DK,NA	2	1	2	2	1	*	1	1	1	1	1	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

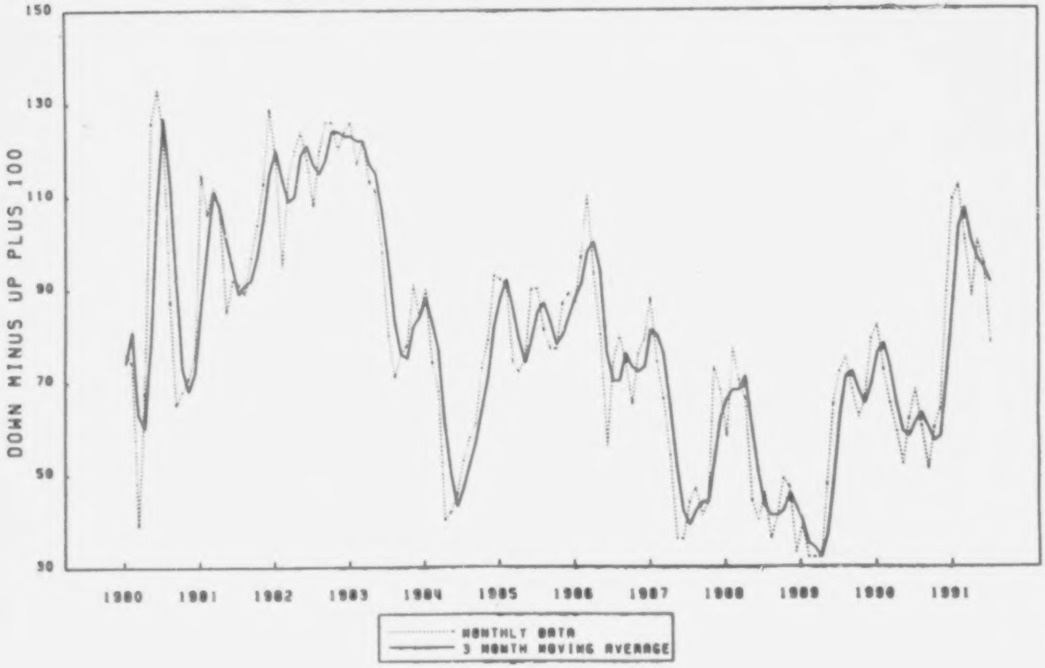


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

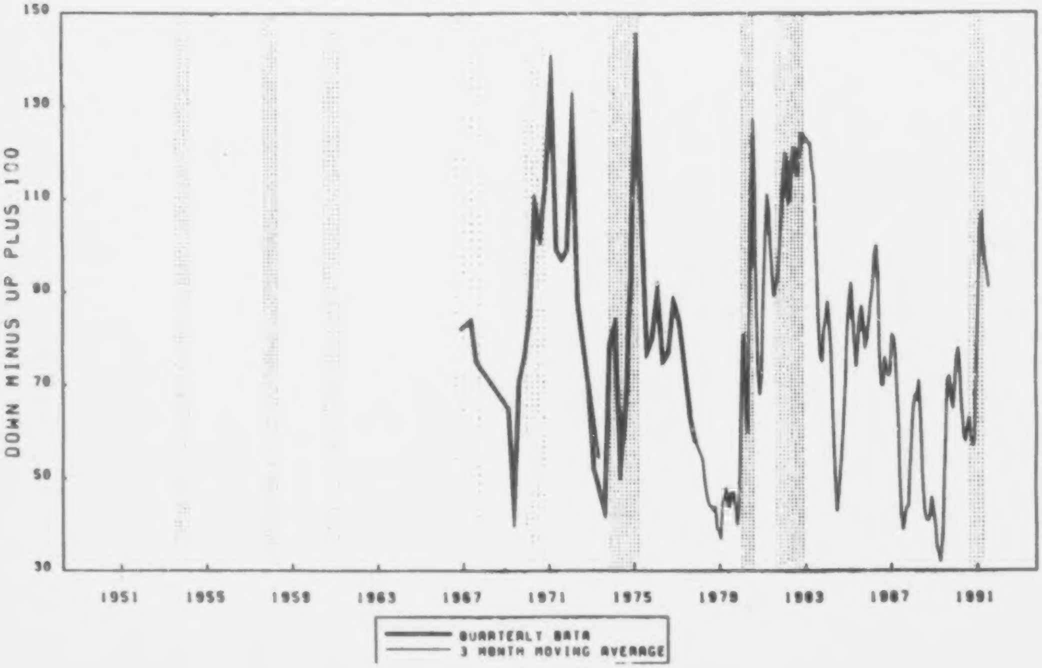


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GO UP	50%	59%	63%	57%	57%	43%	33%	31%	35%	40%	33%	34%	43%
STAY THE SAME	29	20	21	24	20	23	21	23	28	30	32	34	33
GO DOWN	18	19	14	17	21	32	42	43	35	28	33	29	21
DK,NA	3	2	2	2	2	2	4	3	2	2	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

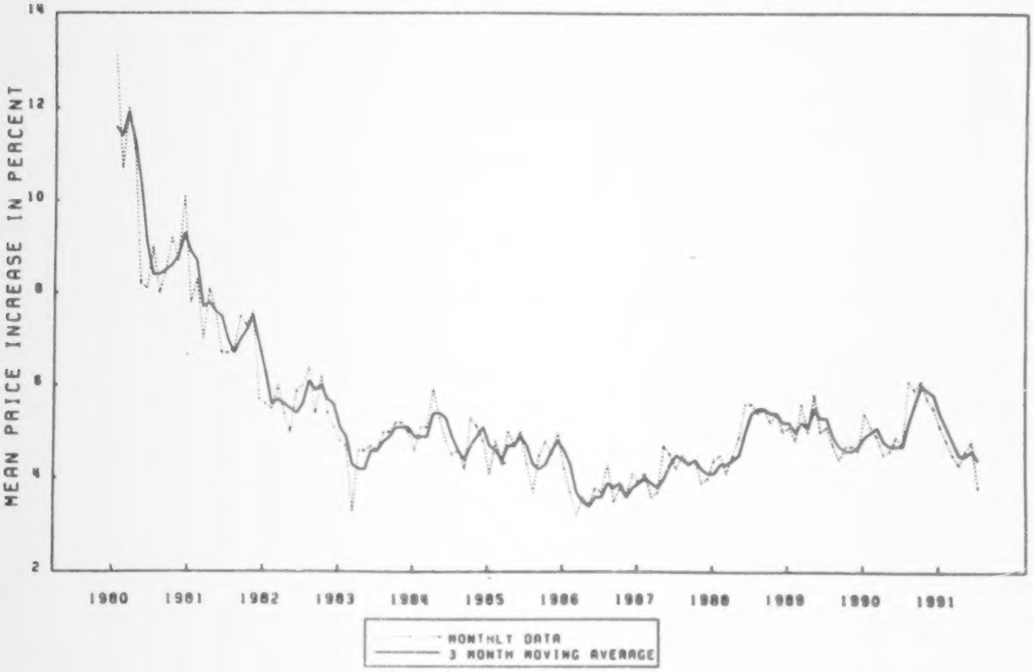


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

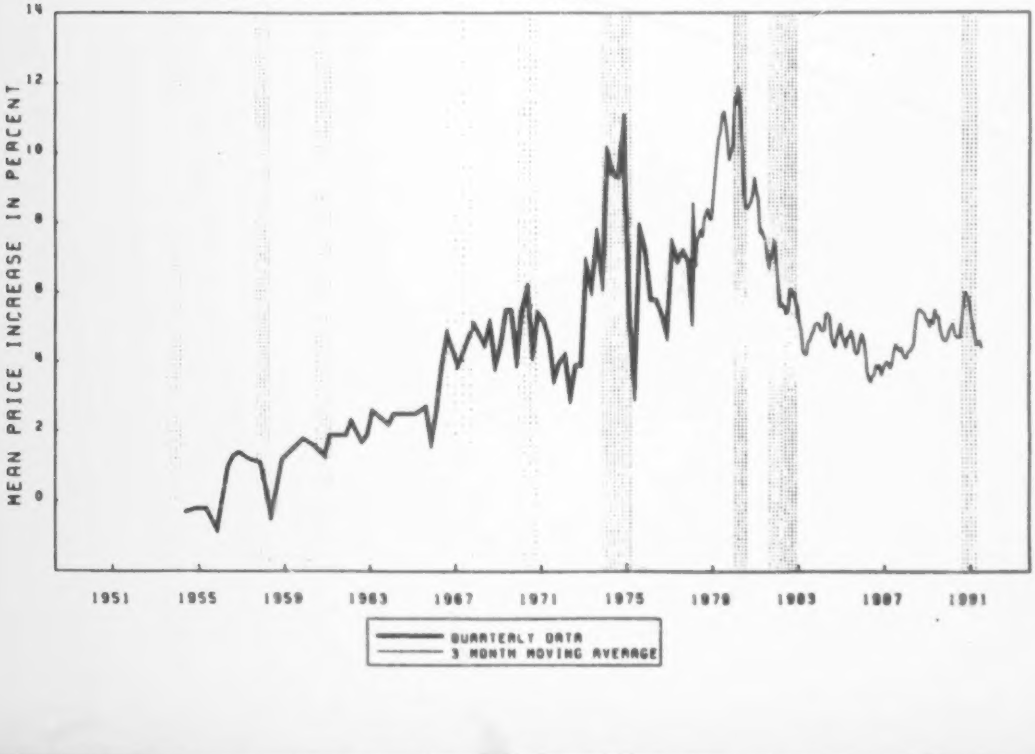


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
SAME OR DOWN	11%	9%	9%	10%	14%	18%	21%	25%	27%	25%	24%	16%	22%
WILL GO UP BY:													
1-2%	20	14	15	11	12	11	11	12	14	12	16	20	18
3-4%	24	23	19	18	19	16	19	18	16	22	19	19	19
5%	20	18	21	22	18	21	16	18	19	18	17	18	17
6-9%	6	13	13	13	13	12	10	7	6	7	6	6	7
10-14%	10	11	11	12	14	10	9	9	9	7	7	10	8
15% or more	3	8	7	7	6	7	7	6	5	6	6	5	2
DK how much up	6	4	5	6	4	5	6	4	3	3	4	4	6
DK,NA	*	*	*	1	*	*	1	1	1	*	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	4.7	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3	4.6	4.8	3.8
VARIANCE	29	48	46	43	43	52	46	52	46	43	57	47	21
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

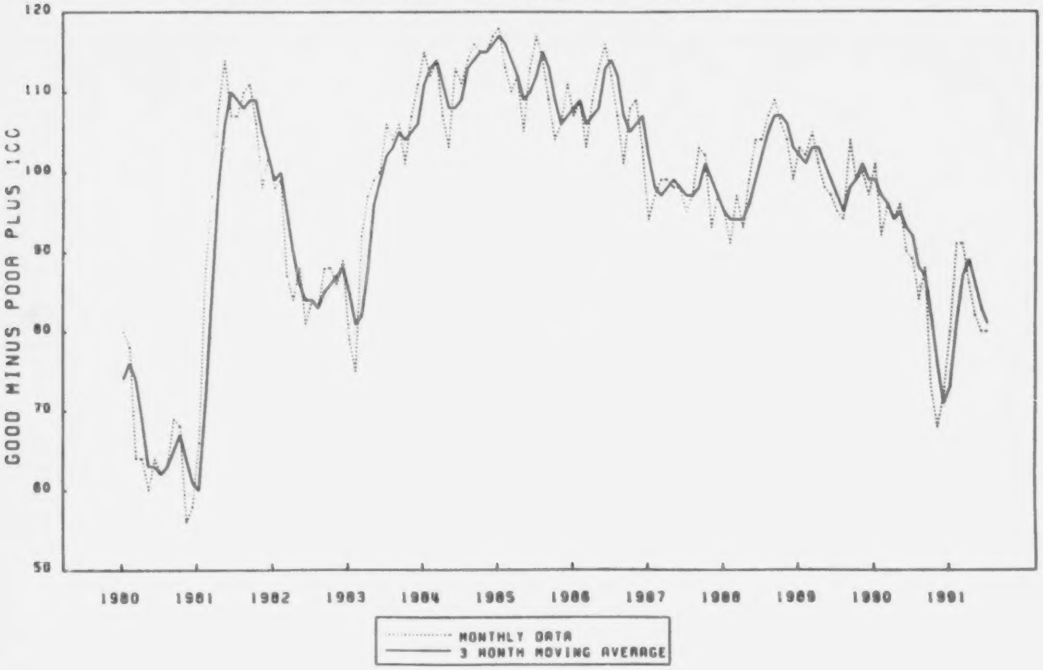


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

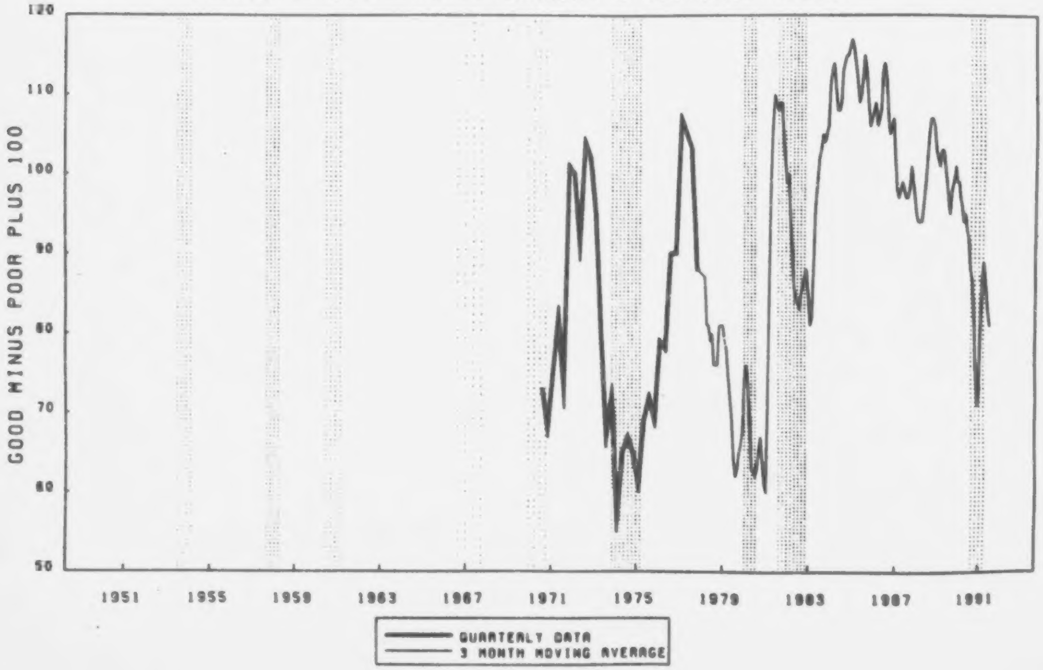


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
A GOOD JOB	16%	15%	14%	11%	8%	10%	11%	15%	18%	11%	13%	11%	13%
ONLY FAIR	56	52	59	49	49	50	58	58	53	61	54	55	53
A POOR JOB	27	31	26	38	40	38	31	24	27	25	31	31	33
DK,NA	1	2	1	2	3	2	*	3	2	3	2	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

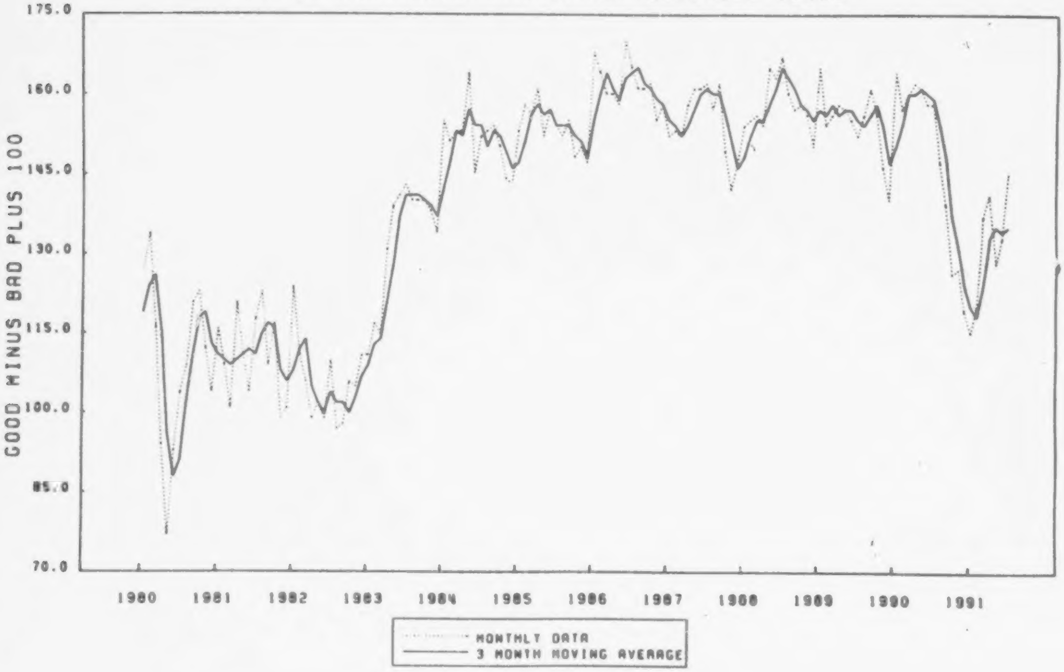


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

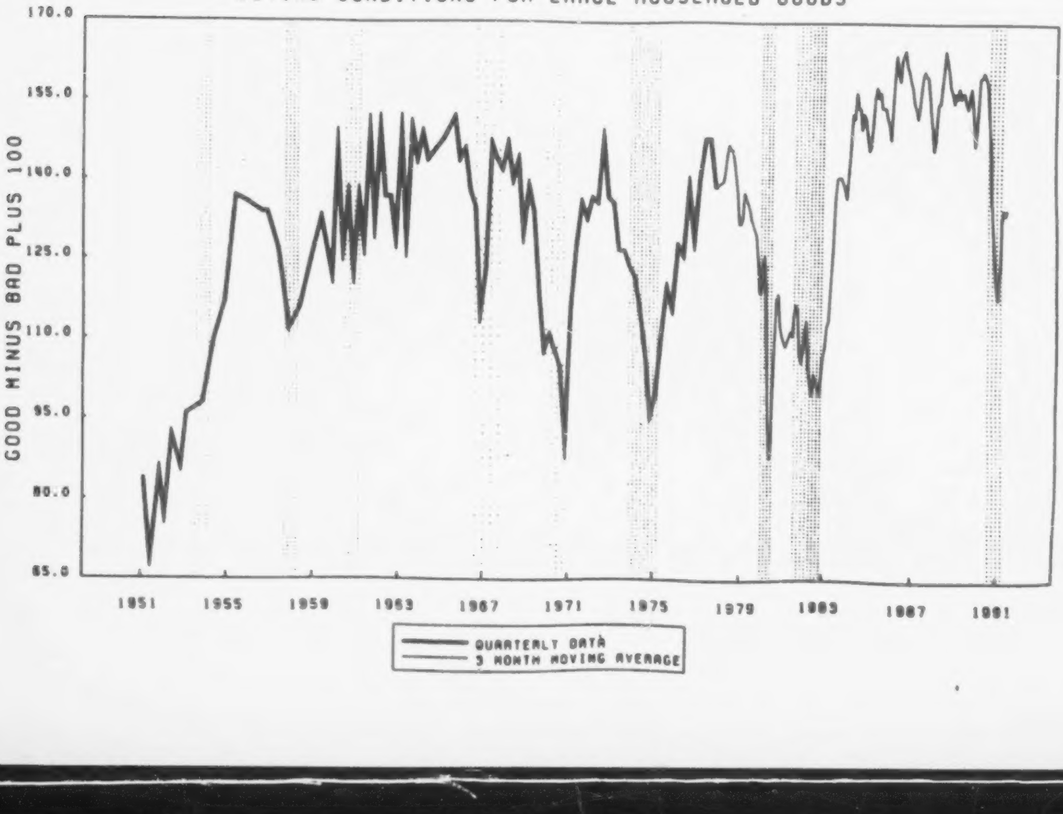


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY	73%	69%	66%	58%	61%	55%	53%	54%	63%	67%	61%	62%	68%
UNCERTAIN, DEPENDS	12	9	7	10	5	9	9	12	11	7	6	9	9
BAD TIME TO BUY	15	22	27	32	34	36	38	34	26	26	33	29	23
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

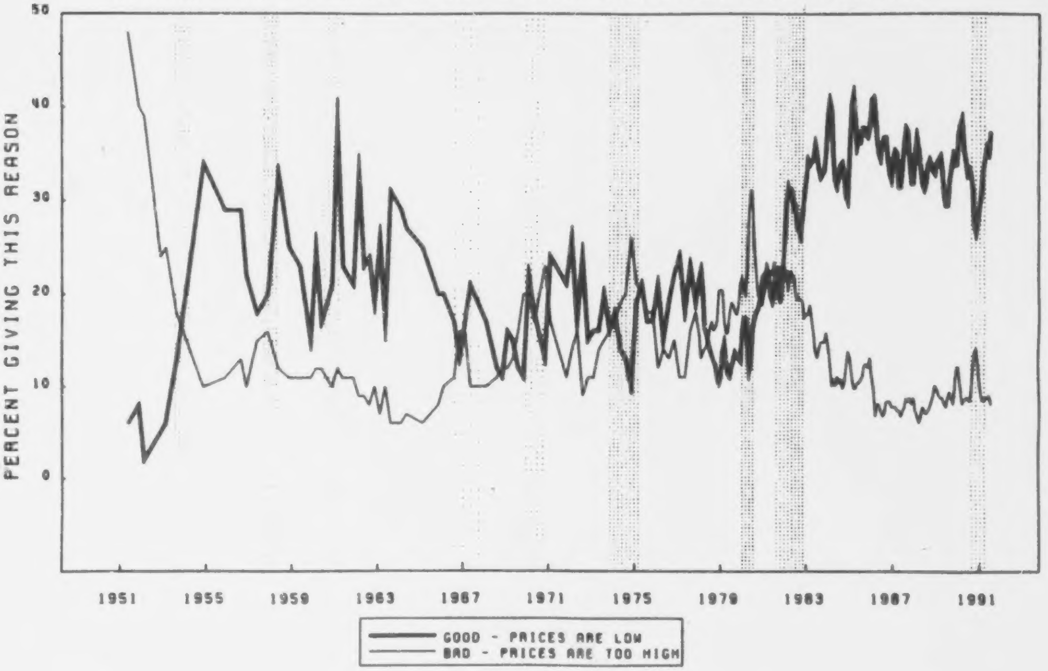


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

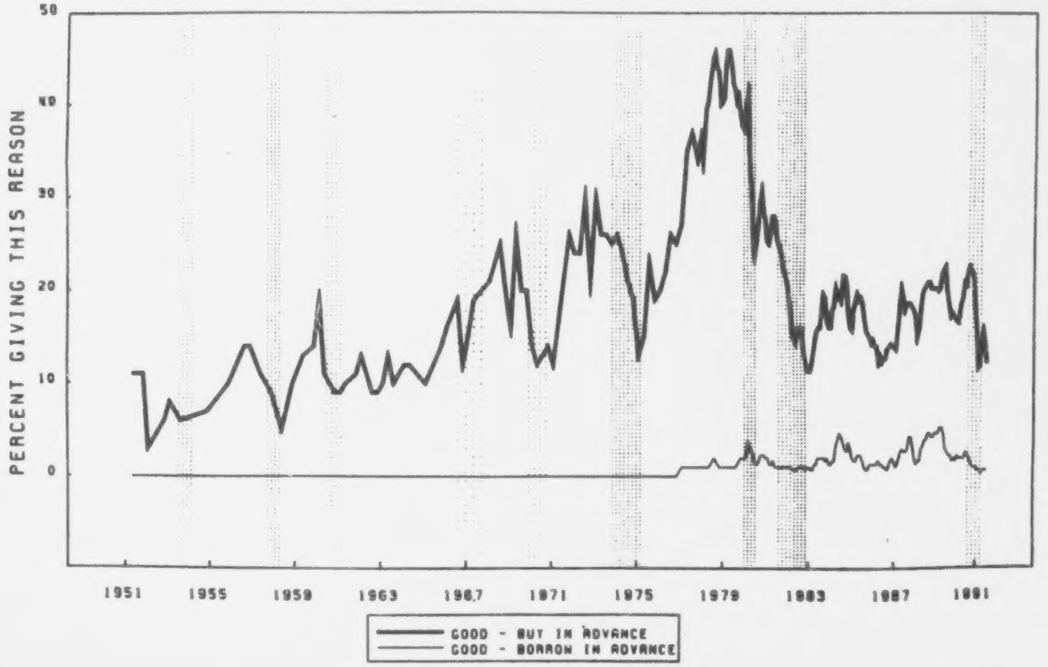


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	37%	30%	26%	26%	27%	30%	31%	33%	36%	35%	36%	34%	42%
Prices won't come down; are going higher	21	23	24	19	23	14	11	10	15	18	14	11	12
Interest rates are low	3	5	3	2	1	3	3	3	7	7	8	8	6
Borrow-in-advance of rising interest rates	3	2	1	1	1	1	1	*	1	*	1	1	*
Times are good; prosperity	3	3	2	2	1	2	1	4	2	4	1	2	2
BAD TIME TO BUY:													
Prices are high	8	11	14	16	12	9	8	9	8	9	9	9	6
Interest rates are high; credit is tight	3	2	5	5	5	6	6	6	5	6	5	5	5
Times are bad; can't afford to buy	3	5	7	8	8	11	10	15	10	10	13	13	8
Bad times ahead; uncertain future	3	7	8	11	13	17	19	13	8	9	11	10	9

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

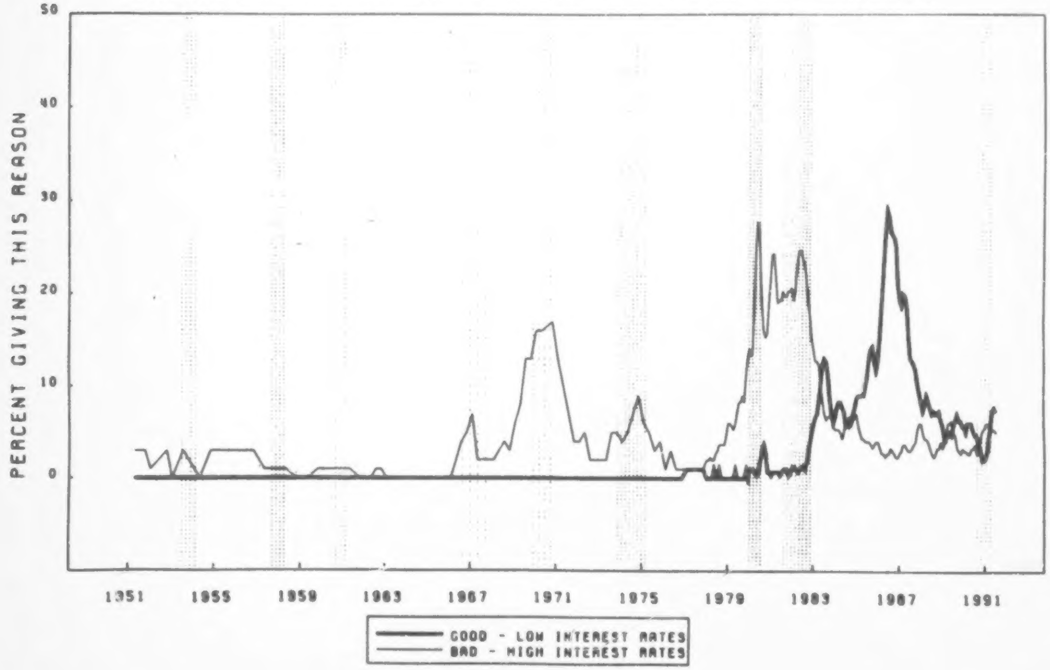


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

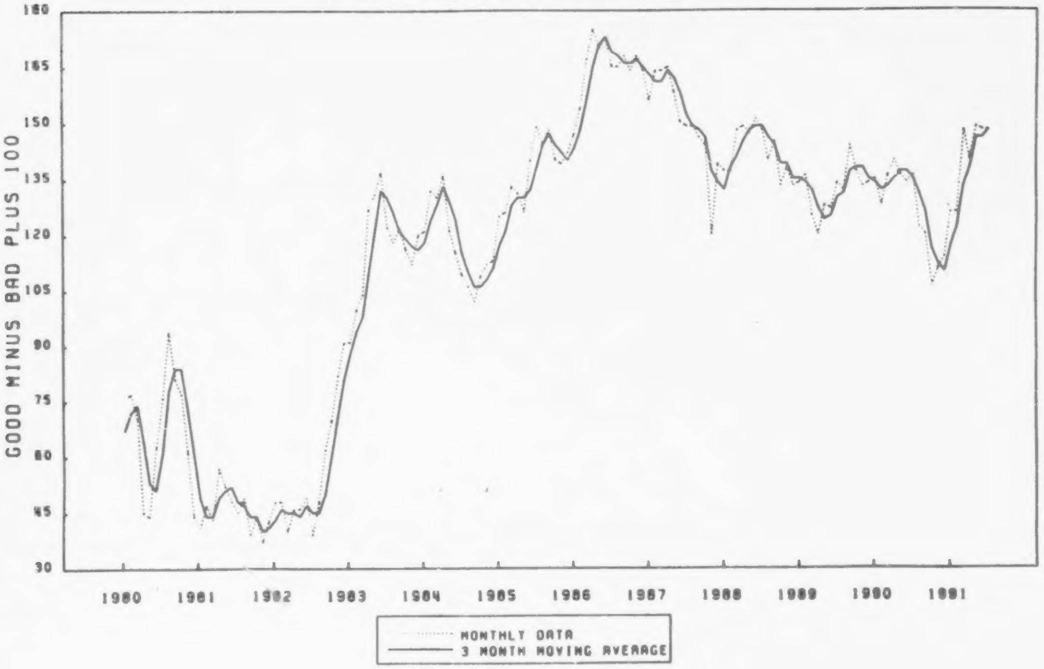


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

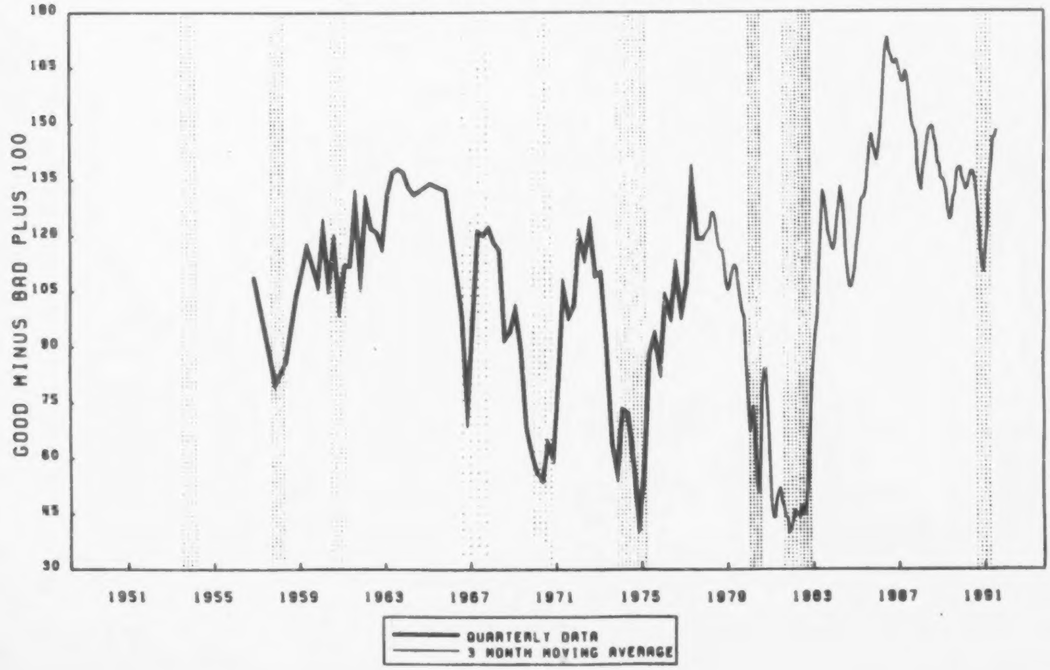


TABLE 23

BUYING CONDITIONS FOR HOUSES

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY	66%	59%	58%	50%	54%	55%	61%	61%	73%	67%	74%	72%	73%
UNCERTAIN, DEPENDS	4	4	4	6	3	4	4	4	2	6	1	4	2
BAD TIME TO BUY	30	37	38	44	43	41	35	35	25	27	25	24	25
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

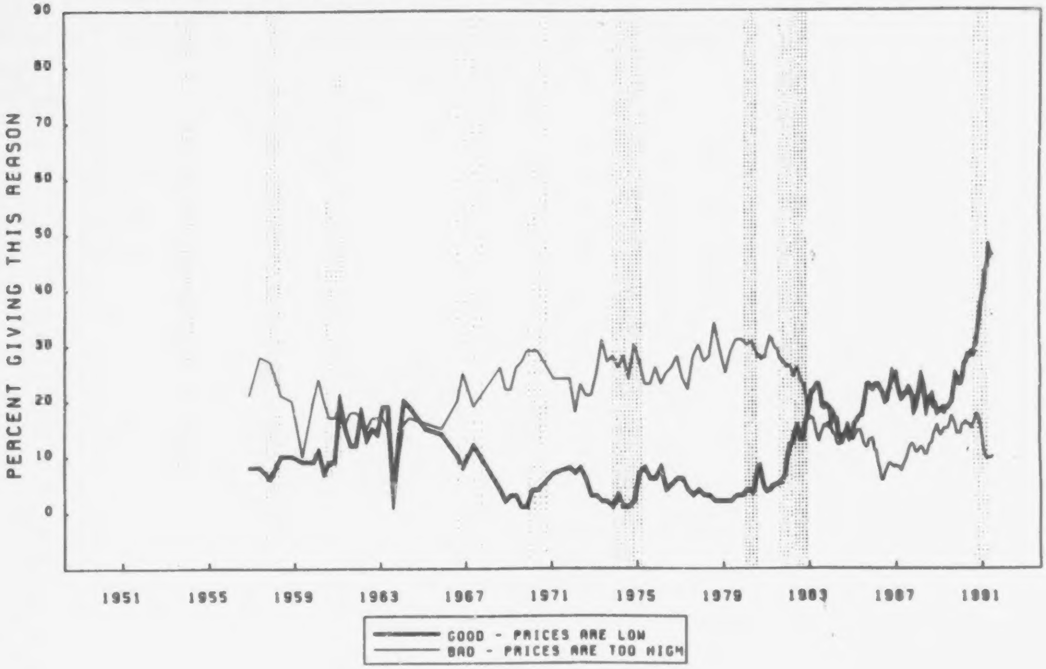


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

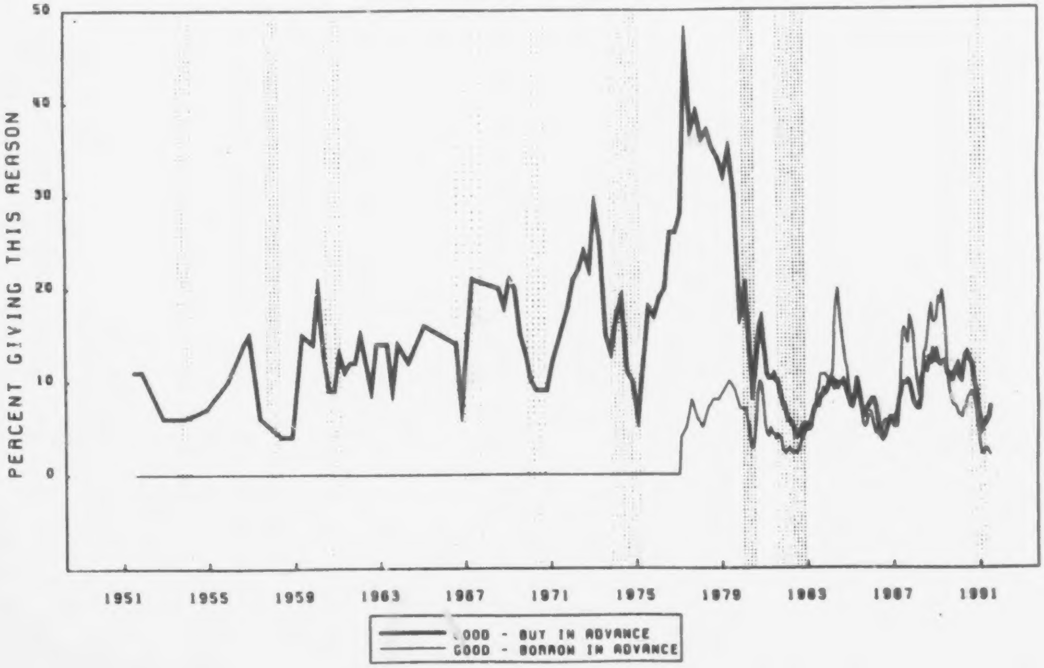


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	29%	28%	30%	34%	34%	38%	42%	39%	49%	44%	49%	45%	45%
Prices won't come down; are going higher	12	12	11	7	9	5	4	5	7	4	6	8	8
Interest rates are low	24	21	15	11	13	17	31	31	43	43	40	39	39
Borrow-in-advance of rising interest rates	8	9	9	6	5	4	1	2	3	3	2	2	2
Good investment	6	5	7	3	6	3	4	4	3	3	6	6	6
Times are good; prosperity	2	2	1	1	1	1	1	1	2	2	2	1	2
BAD TIME TO BUY:													
Prices are high	14	18	17	18	17	13	11	9	9	11	9	9	12
Interest rates are high; credit is tight	19	20	22	22	20	20	14	12	8	8	9	10	9
Times are bad; can't afford to buy	4	8	7	10	10	10	10	11	11	15	11	11	10
Bad times ahead; uncertain future	1	6	4	12	12	11	10	12	5	4	4	4	4

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

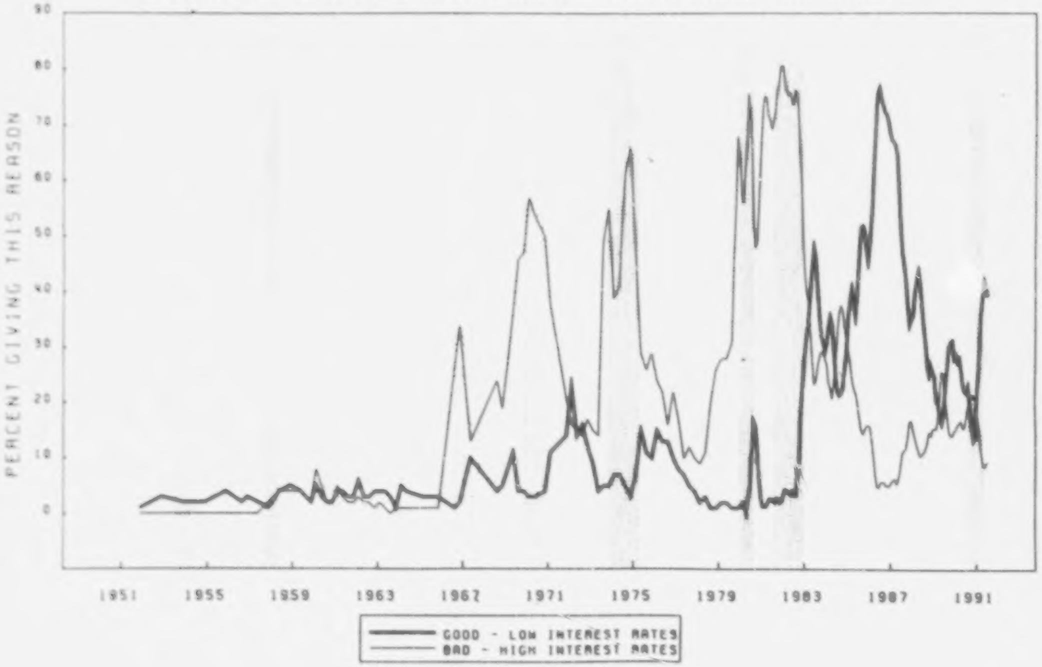


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

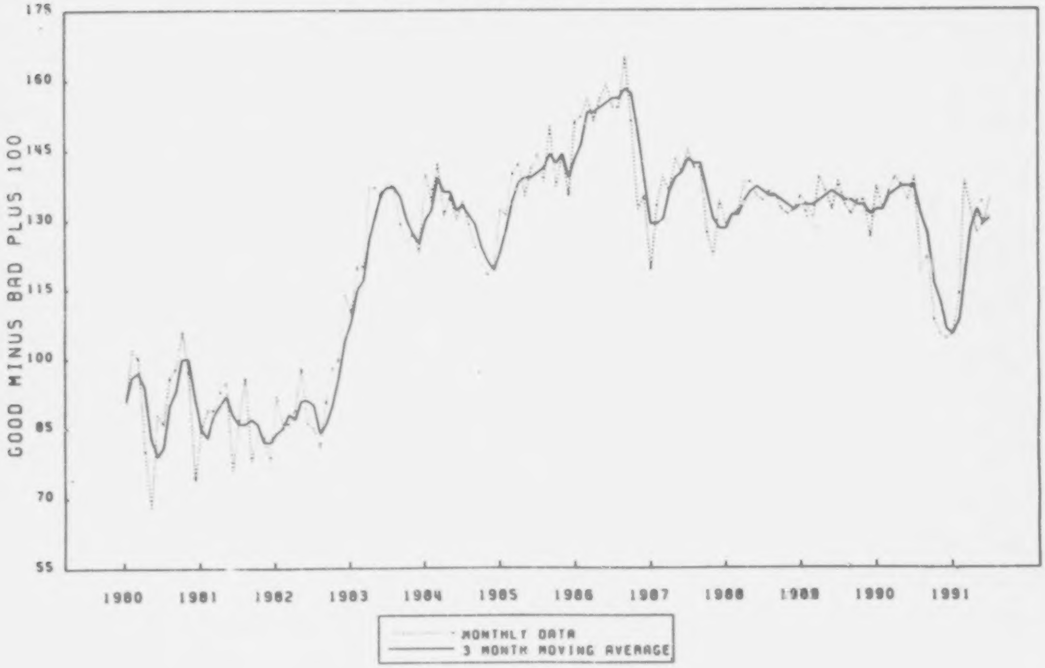


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

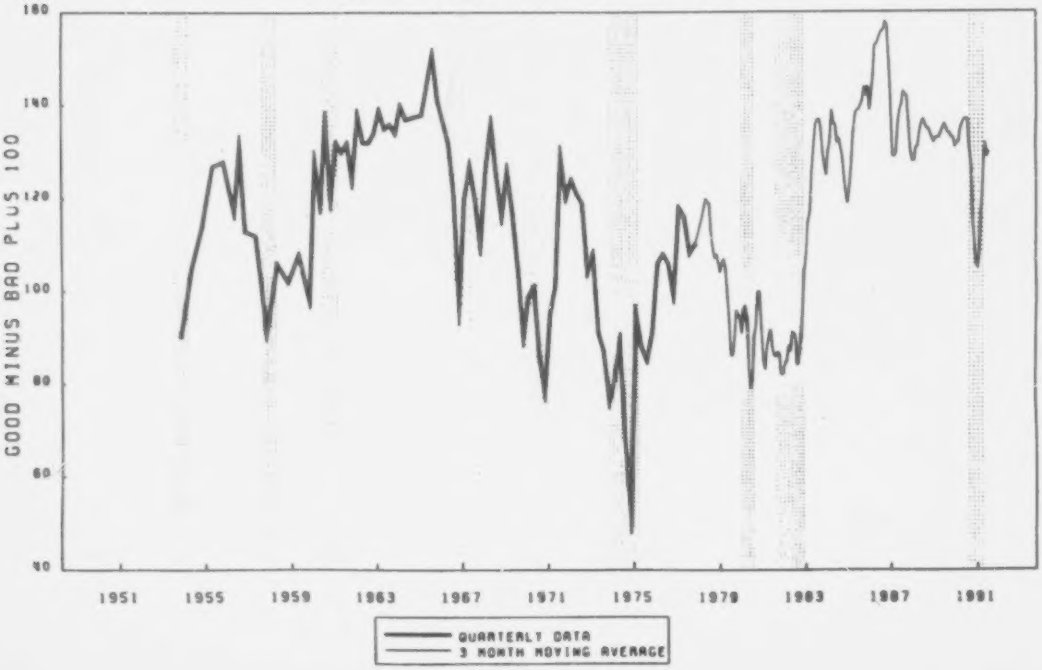


TABLE 25

BUYING CONDITIONS FOR CARS

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY	65%	57%	59%	50%	50%	47%	48%	53%	66%	63%	61%	61%	64%
UNCERTAIN; DEPENDS	9	5	4	8	5	10	9	8	6	6	5	7	6
BAD TIME TO BUY	26	38	37	42	45	43	43	39	28	31	34	32	30
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	500	502	503	501	504	531	504	504	501	500	501	502

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

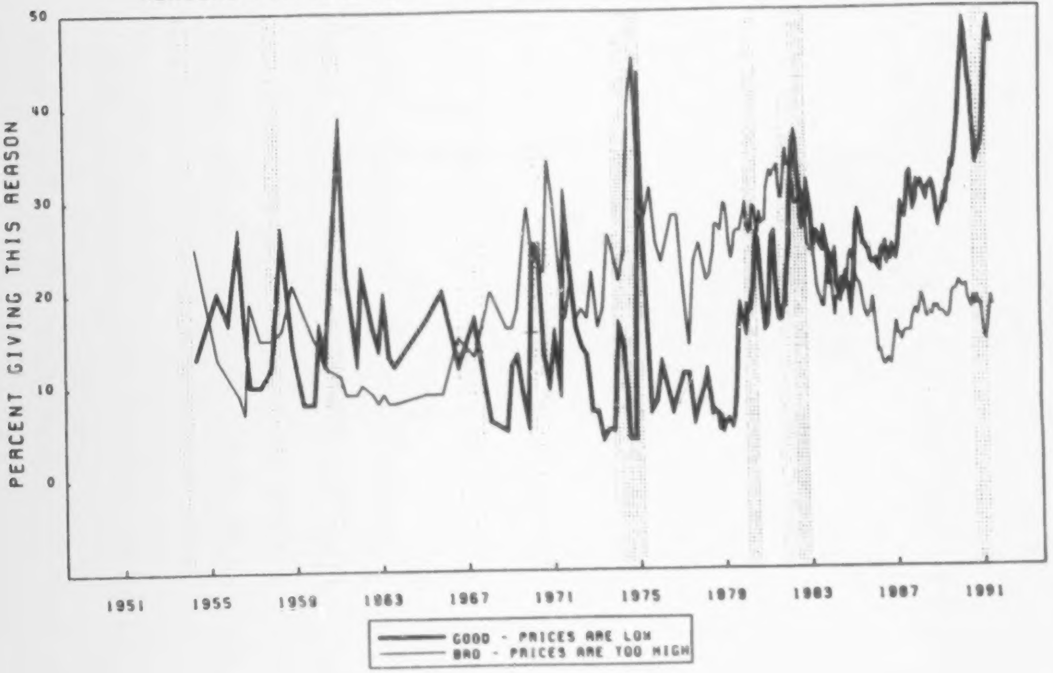


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

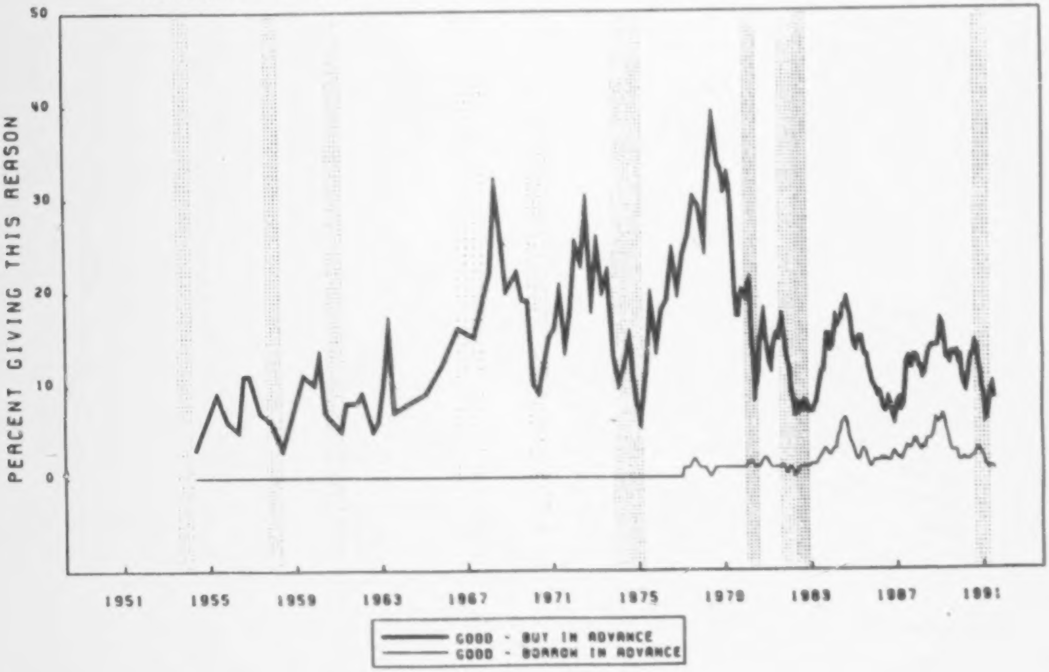
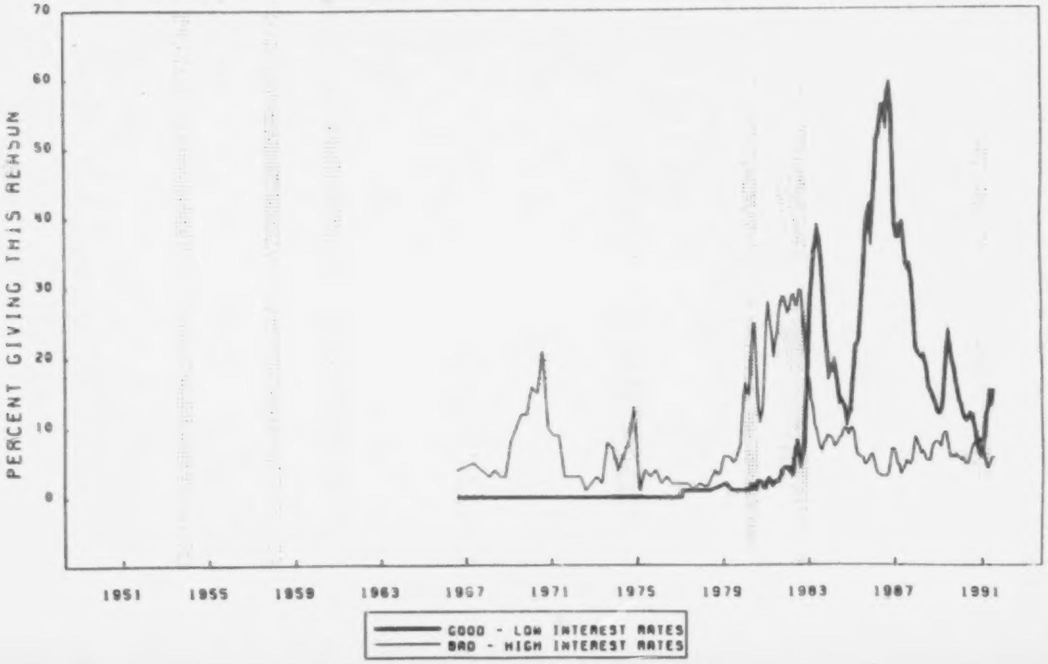


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	July 1990	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	41%	32%	34%	35%	34%	36%	36%	43%	48%	51%	46%	43%	50%
Prices won't come down; are going higher	13	16	13	8	13	7	7	4	8	11	8	10	7
Interest rates are low	10	9	9	5	5	8	9	10	16	12	16	13	17
Borrow-in-advance of rising interest rates	2	3	3	3	2	2	2	*	1	1	1	1	*
Times are good; prosperity	2	1	1	1	1	1	2	1	2	1	1	1	2
New fuel efficient models	*	1	4	2	1	1	1	1	1	*	1	*	*
BAD TIME TO BUY:													
Prices are high	16	21	17	19	19	17	15	14	14	18	19	20	15
Interest rates are high; credit is tight	7	9	7	8	10	7	6	4	3	6	6	5	6
Times are bad; can't afford to buy	5	3	4	8	6	7	11	11	9	11	10	9	6
Bad times ahead; uncertain future	1	6	5	10	10	13	12	10	4	4	4	5	7
Price of gas; shortages	*	5	10	12	7	7	5	5	1	*	*	*	1
Poor selection; quality	3	3	3	4	4	2	2	3	3	2	2	2	1

Responses to the query: "Why do you say so?" following the question on Table 25.
+: May add to more than 100% due to multiple mentions. *: Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

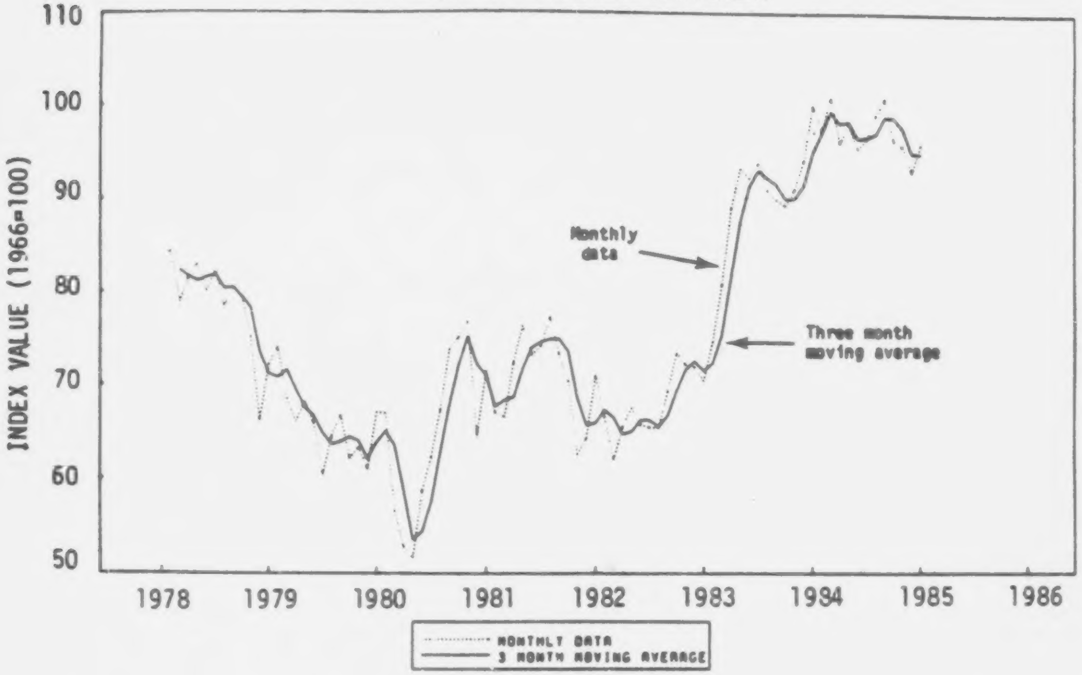
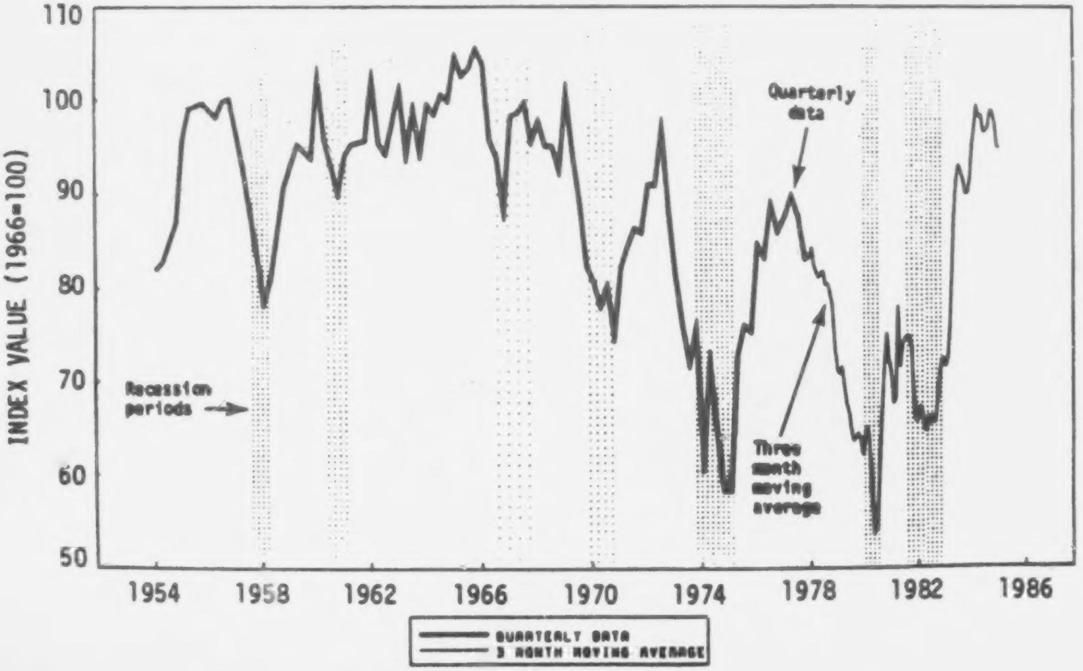


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 -	October	1949
July	1953 -	May	1954
August	1957 -	April	1958
April	1960 -	February	1961
June	1966 -	November	1967*
December	1969 -	November	1970
November	1973 -	March	1975
January	1980 -	July	1980
July	1981 -	November	1982
August	1991 -		

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

August 1991 Monthly Survey

September 6, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER SPENDING REMAINS ON SLOW GROWTH TRACK

Sentiment Stalled

The overall level of consumer sentiment has remained virtually unchanged during the past five months. The Index of Consumer Sentiment was 82.0 in the August 1991 survey, an insignificant difference from either the 82.9 recorded in July or the 81.8 recorded in April.

Little has happened to convince consumers to change their views in either direction. At present, consumers expect a sluggish recovery in the national economy during the year ahead, and a slow pace of improvement in their own financial situation. Overall, the data indicate that the slow rebound in consumer spending that is now underway will continue through the year ahead.

Among families with incomes of $40,000 or more, the Index of Consumer Sentiment slipped to 89.6 in the August 1991 survey, from 91.5 in July and 91.0 in April. Trends in sentiment among different age subgroups also showed a similar flat profile since April.

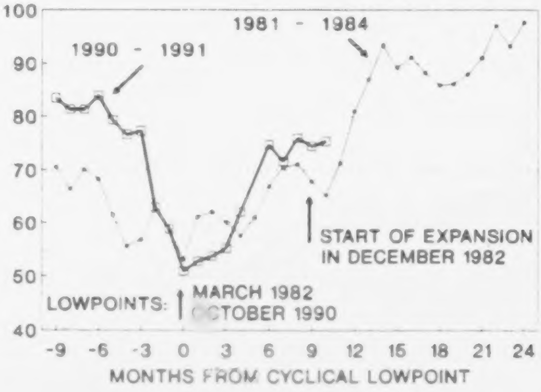
Expectations Index Unchanged

The Index of Consumer Expectations, a component of the Index of Leading Indicators, was 75.3 in the August survey, insignificantly different from either the 74.4 recorded in July or the 74.7 recorded in April. Following substantial gains earlier in the year, the Expectations Index has remained largely unchanged during the past five months.

As shown in the chart below, the recent changes in the Expectations Index are comparable to those recorded prior to the last recovery--including the stalled upward trend. Approximately half of the total gain was made during the nine months prior to the start of the last recovery, with the Index remaining relatively flat in the few months just prior to and after the start of the recovery. Once the recovery was underway, the gains in the Expectations Index were rapid. (Note that the March 1991 figure, distorted by the euphoria at the end of the Persian Gulf war, was omitted from the chart.)

The pause in the upward trend in the index reflects the lag between the initial improvement in expectations and their subsequent confirmation by actual improvements in the economy. As the economy begins to improve, it acts to reinforce the already improved expectations and quicken the pace of improvement. It is this second stage of improvement that has yet to occur.

CYCLICAL TRENDS IN THE INDEX OF CONSUMER EXPECTATIONS



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Confidence Remains Weakest in Northeast

Consumer confidence among residents of the Northeast slipped in the August survey (to 71.1, from 79.6 in July) while confidence among residents of the Western states rose (to 86.4, from 82.8 in July). Confidence remained unchanged in the other regions: among residents of the Midwest, the Index was 83.4 in August, just below the 83.7 in July; among residents of the South, the Index was 85.1 in August, just above the 84.8 in July.

Sluggish Pace of Recovery Expected to Persist

The number of consumers that have reported improved conditions in the nation's economy has grown at a slow, steady pace since the start of 1991. To be sure, the majority of consumers in the August 1991 survey thought that the economy was still in recession, but the margin of opinion has narrowed greatly. In the January 1991 survey, ten times as many consumers thought the economy had worsened rather than improved (81 versus 8 percent), while by August that negative balance of opinion had been reduced to two-to-one (59 versus 29 percent).

Rather than an acceleration in the pace of recovery in the coming months, most consumers expect the same sluggish pace to continue during the year ahead. Worsening conditions in the national economy were expected by just 13 percent of all families in the August 1991 survey, down from the recent peak of 43 percent recorded last October. At the same time, the proportion that expected gains in the economy grew to 32 percent by August from a low of just 11 percent last September. Most of this improvement, however, was recorded by April, and since then these expectations have remained largely unchanged.

The recognition that economic growth would remain slow has led as many consumers to believe that bad times in the economy would linger as expected the reestablishment of good times during the year ahead. In the August 1991 survey, 42 percent expected that bad times financially would persist during the year ahead, compared with 36 percent that expected good times financially in the economy as a whole. While these prospects have shown little improvement during the past four months, indicating the lingering concerns of consumers, they are nonetheless much more positive than in late 1990 when nearly three-in-four consumers expected bad times.

Lack of Job Growth Top Concern about Sluggish Economy

The outlook for continued sluggish growth in the economy concerns consumers mainly because of its impact on job prospects. The most common expectation in the August 1991 survey was that the unemployment rate would remain unchanged during the year ahead at its current level. Very few consumers (13 percent) expected the national unemployment rate to decline in August.

Interest Rate Concerns Lessen

Concerns about rising interest rates eased in August, although consumers still expected interest rates to be higher in a year's time than at present. Declines in interest rates during the year ahead were expected by 27 percent of all families in August, up from 21 percent in July, while the proportion that expected interest rates to increase fell to 38 percent in August from 43 percent in July.

Expected Inflation Rate Remains At Low Level

The annual rate of inflation expected by consumers in the August 1991 survey was 4.3%, down from 6.1% in August 1990. Except for the unusually low reading of 3.8% recorded in July, the August 1991 reading remained the lowest in more than three years.

Personal Finances

Consumers' assessments of their current financial situation have remained unchanged for the past three months at depressed levels. Among all families, 37 percent reported that their financial situation had improved, just ahead of the 36 percent recorded both one month and three months earlier. Nearly as many families reported that their financial situation had worsened, mentioned by 33 percent of all families in August 1991, unchanged from July, and just below the 34 percent recorded in May. Reports of income declines remained widespread, mentioned by 24 percent of all families in August--the highest level recorded since the end of the last recession.

For the year ahead, 37 percent of all families in the August survey expected their financial situation to improve, up from 33 percent one month earlier, regaining the level recorded in May. Although the recent readings are significantly above the cyclical low recorded last October, much of the improvement was based on expected declines in the rate of inflation rather than from improved income prospects. Increases in household incomes were expected by 56 percent of all families in the August 1991 survey, with half of those families expecting increases of 5% or less. Nearly half of all families expected their financial situation to remain largely the same during the year ahead, considering changes in both incomes and prices.

Buying Attitudes

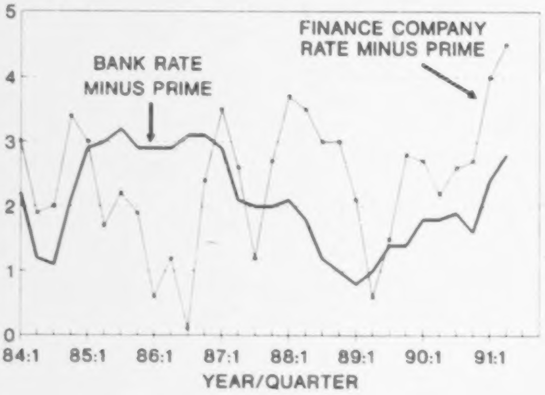
Attitudes toward buying conditions for large household durables weakened in the August survey due to less favorable perceptions of market prices. Among all families, 63 percent thought that buying conditions for furniture, appliances, home electronics, and other large household durables were favorable in the August survey, down from 68 percent one month earlier. The August decline was due to fewer families reporting the availability of price discounts, falling to 35 percent from 42 percent one month earlier. At the same time, complaints about high prices for these household durables rose to 12 percent in August, twice the 6 percent recorded in July.

Attitudes toward buying conditions for homes has remained largely unchanged during the past four months at the greatly improved level reached earlier in the year. In the August 1991 survey, 72 percent of all families rated current buying conditions favorably, significantly above the low of 50 percent recorded in October of 1990.

The sharp improvement in home buying attitudes in early 1991 was due to falling mortgage interest rates, and it has been the lack of further declines in mortgage rates that has been responsible for the stalled trend. Among all families in the August 1991 survey, 39 percent based their favorable home buying opinions on lower mortgage rates, unchanged from one and two months earlier, and below the 43 percent recorded in March and April. In addition, the proportion of families that mentioned lower home prices fell to 42 percent in August, from 45 percent one month earlier and the peak of 49 percent three months earlier.

Vehicle sales have suffered from persistently high interest rates. As overall market rates have declined during the past year, vehicle loan rates have remained stubbornly high. The increasing spread between the prime rate and vehicle loan rates at commercial banks and finance companies is shown in the chart below. For finance companies, the spread is the highest in a decade.

DIFFERENCE BETWEEN PRIME RATE AND NEW CAR LOAN RATES



* * *

The August 1991 survey included 500 completed interviews conducted between August 1st and August 28, 1991.

[illegible] — A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

AUGUST 1991

The August 1991 survey was the 277th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

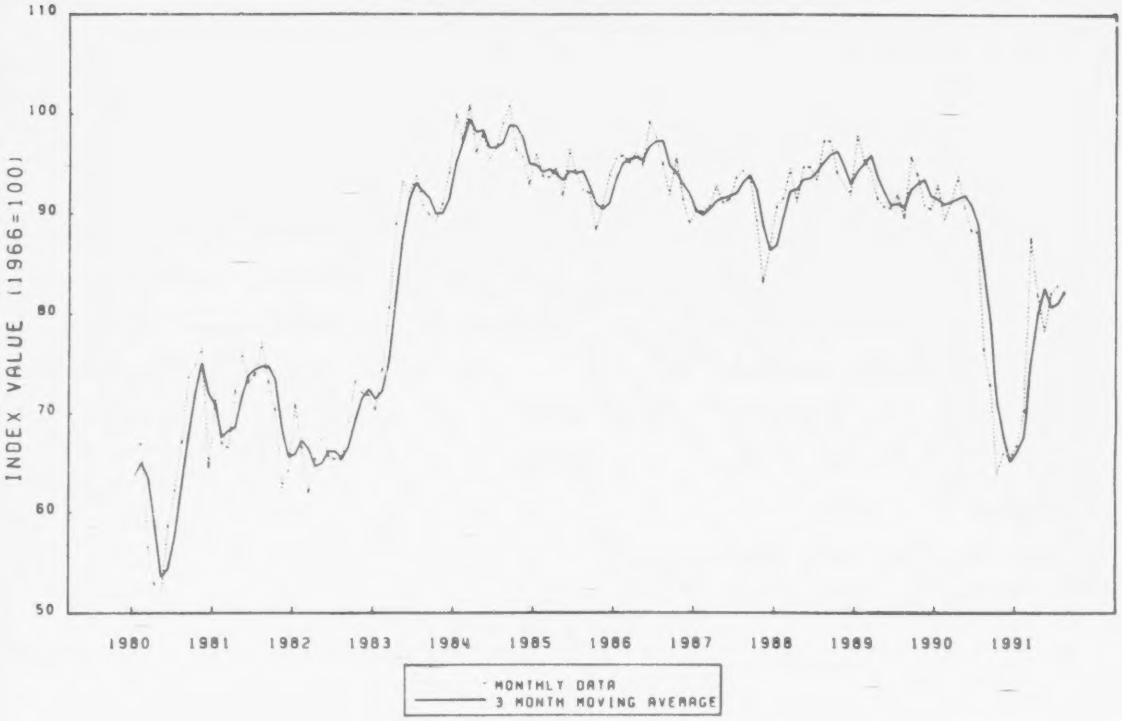


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

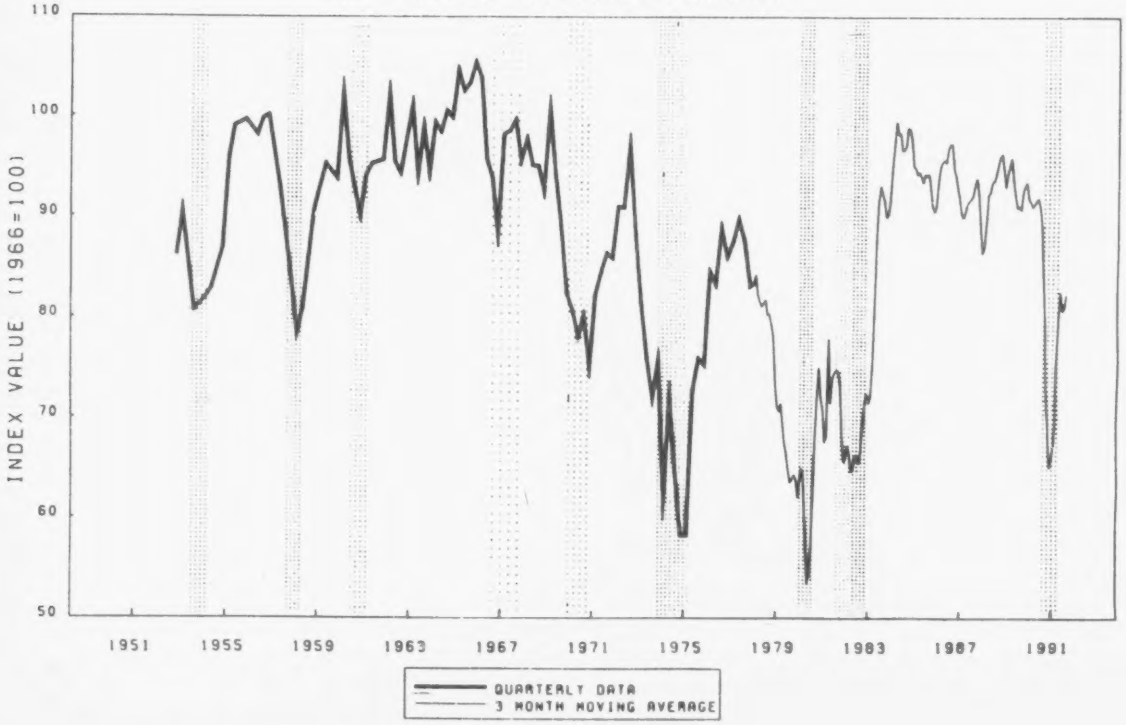


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY	All families	Families with incomes over $30,000	Families with incomes over $40,000
August 1988	97.4	105.1	104.2
September 1988	97.3	102.8	105.4
October 1988	94.1	103.0	103.7
November 1988	93.0	102.0	101.0
December 1988	91.9	97.0	99.5
January 1989	97.9	108.4	106.8
February 1989	95.4	104.6	109.6
March 1989	94.3	98.6	100.0
April 1989	91.5	99.1	99.8
May 1989	90.7	100.6	100.3
June 1989	90.6	95.2	95.4
July 1989	92.0	103.2	101.9
August 1989	89.6	93.5	93.1
September 1989	95.8	104.1	103.0
October 1989	93.9	100.2	103.6
November 1989	90.9	99.4	100.5
December 1989	90.5	100.0	104.1
January 1990	93.0	99.9	103.2
February 1990	89.5	93.9	91.8
March 1990	91.3	98.4	98.8
April 1990	93.9	99.8	103.3
May 1990	90.6	97.1	98.6
June 1990	88.3	97.9	99.1
July 1990	88.2	93.9	94.4
August 1990	76.4	80.1	78.9
September 1990	72.8	75.7	76.7
October 1990	63.9	69.4	72.4
November 1990	66.0	69.4	72.7
December 1990	65.5	68.7	68.1
January 1991	66.8	73.7	73.8
February 1991	70.4	73.9	73.2
March 1991	87.7	94.5	95.3
April 1991	81.8	91.0	91.0
May 1991	78.3	84.3	86.7
June 1991	82.1	88.1	87.2
July 1991	82.9	90.1	91.5
August 1991	82.0	88.6	89.6

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

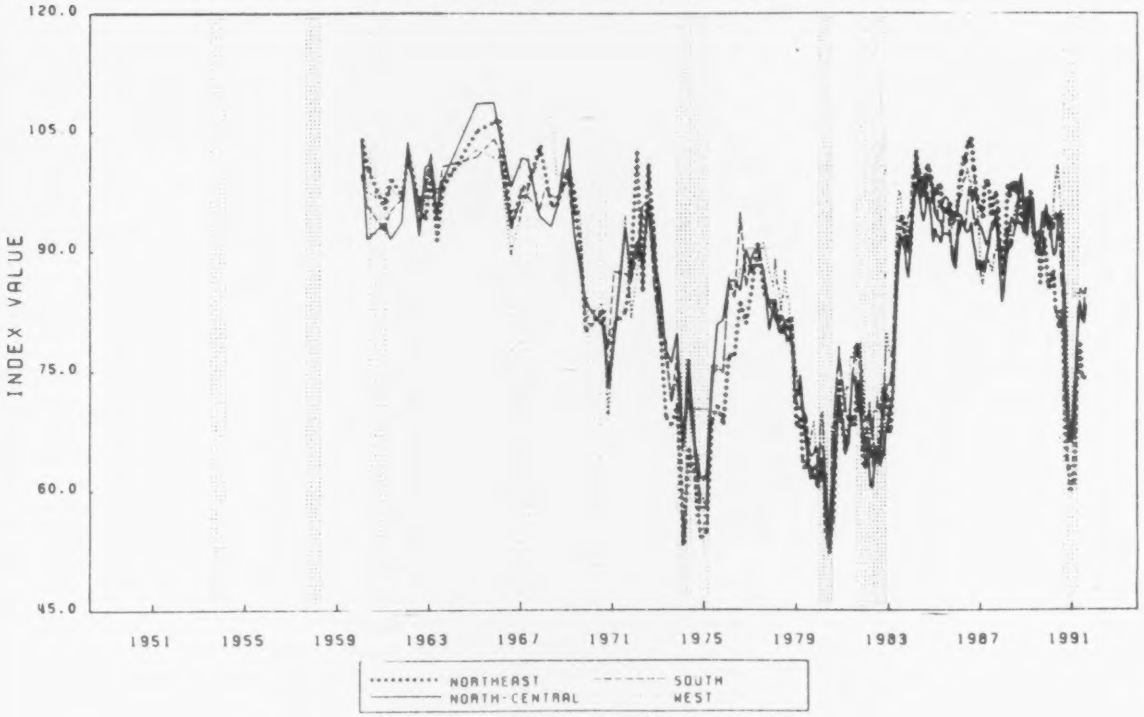


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

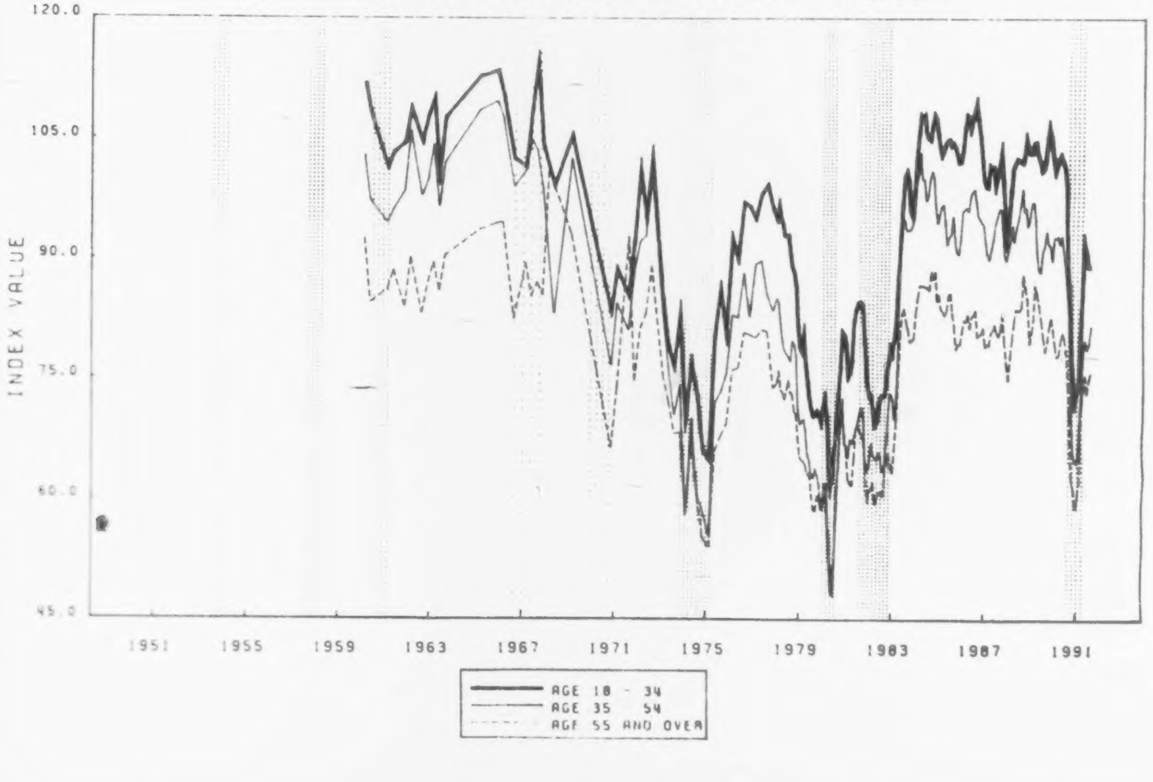


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
August 1988	95.7	100.9	94.4	98.5	103.6	101.7	86.3
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October 1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November 1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December 1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January 1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February 1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March 1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April 1990	75.9	95.6	100.1	101.1	102.0	96.0	83.6
May 1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June 1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July 1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August 1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September 1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October 1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November 1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December 1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January 1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February 1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March 1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April 1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1
May 1991	73.5	76.6	79.0	84.0	89.4	73.9	72.1
June 1991	69.9	82.5	85.9	86.6	92.1	80.8	73.4
July 1991	79.6	83.7	84.8	82.8	85.8	83.8	79.4
August 1991	71.1	83.4	85.1	86.4	89.4	80.4	74.8

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

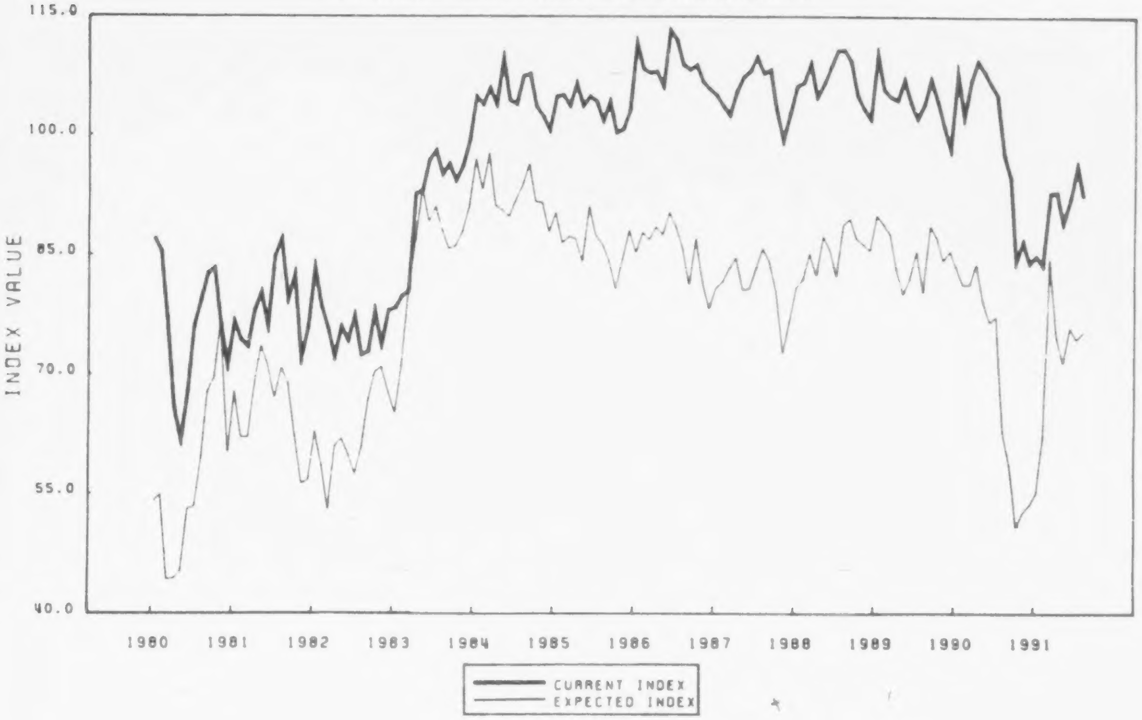


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

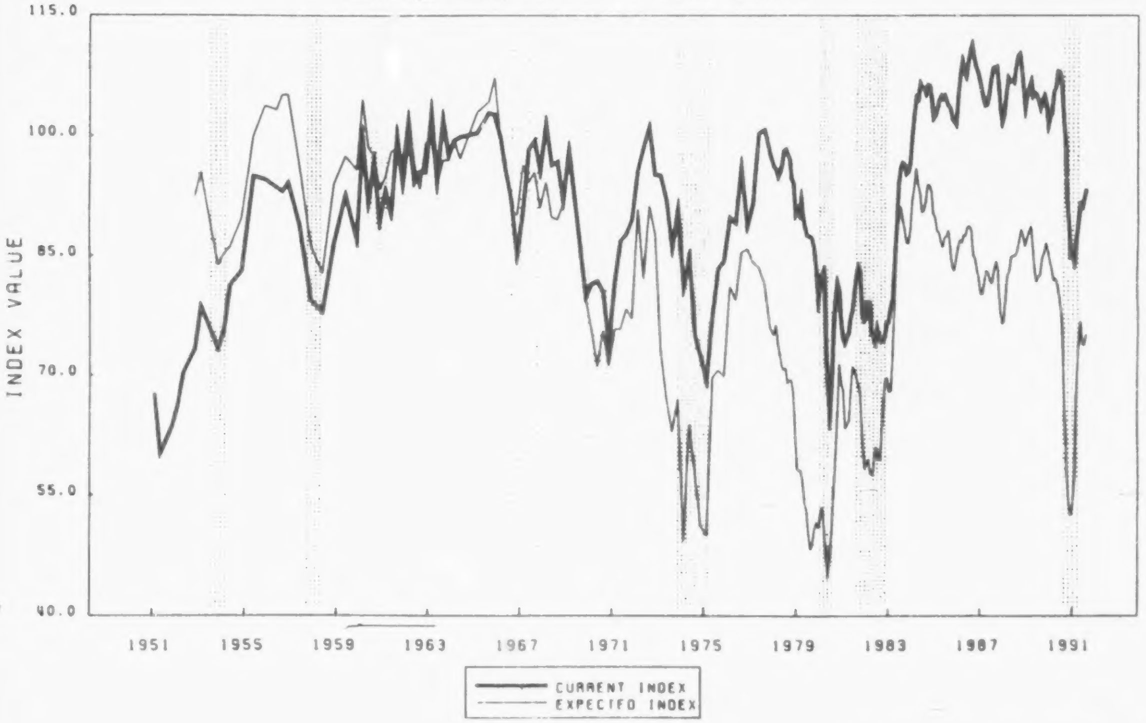


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
DATE OF SURVEY	Current (1)	Expected (2)	12 months (3)	5 years (4)	Buying conds. (5)	Current Index (1,5)	Expected Index (2,3,4)
August 1988	127	127	125	105	160	110.8	88.8
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7
January 1991	104	118	46	55	115	84.9	55.2
February 1991	96	120	56	71	120	83.7	62.0
March 1991	102	126	113	100	137	92.7	84.5
April 1991	99	122	98	79	141	92.8	74.7
May 1991	102	124	85	78	128	89.0	71.5
June 1991	104	120	102	81	133	91.9	75.9
July 1991	103	119	99	80	145	96.1	74.4
August 1991	104	125	94	82	134	92.3	75.3

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21.
+: Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

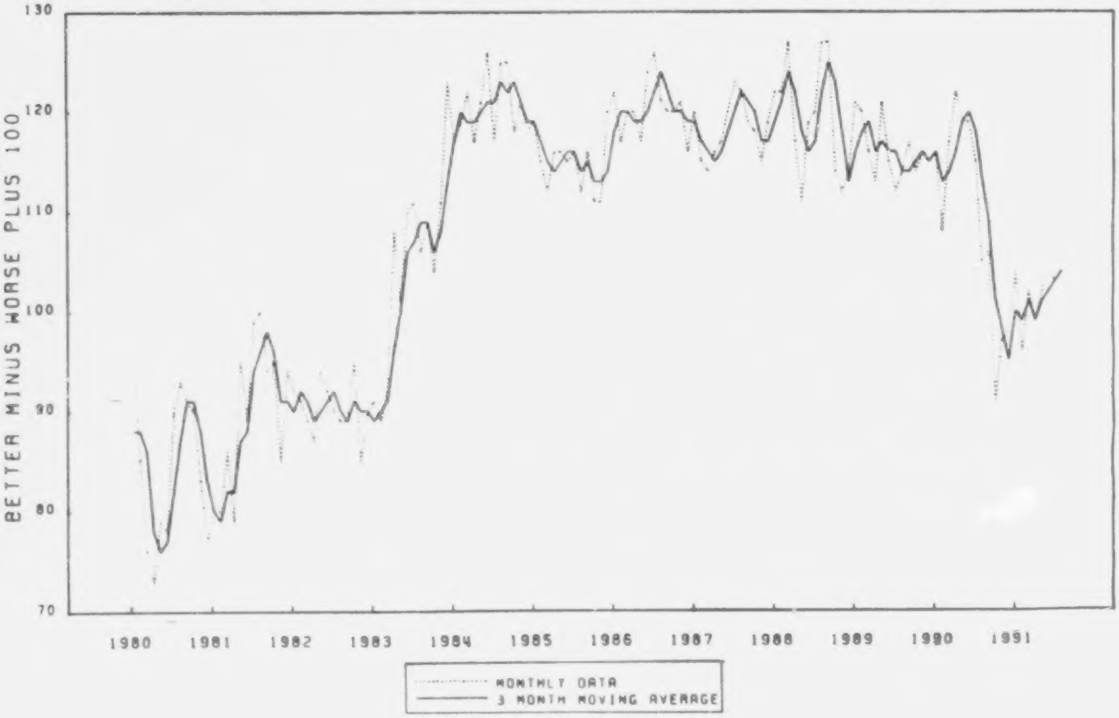


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

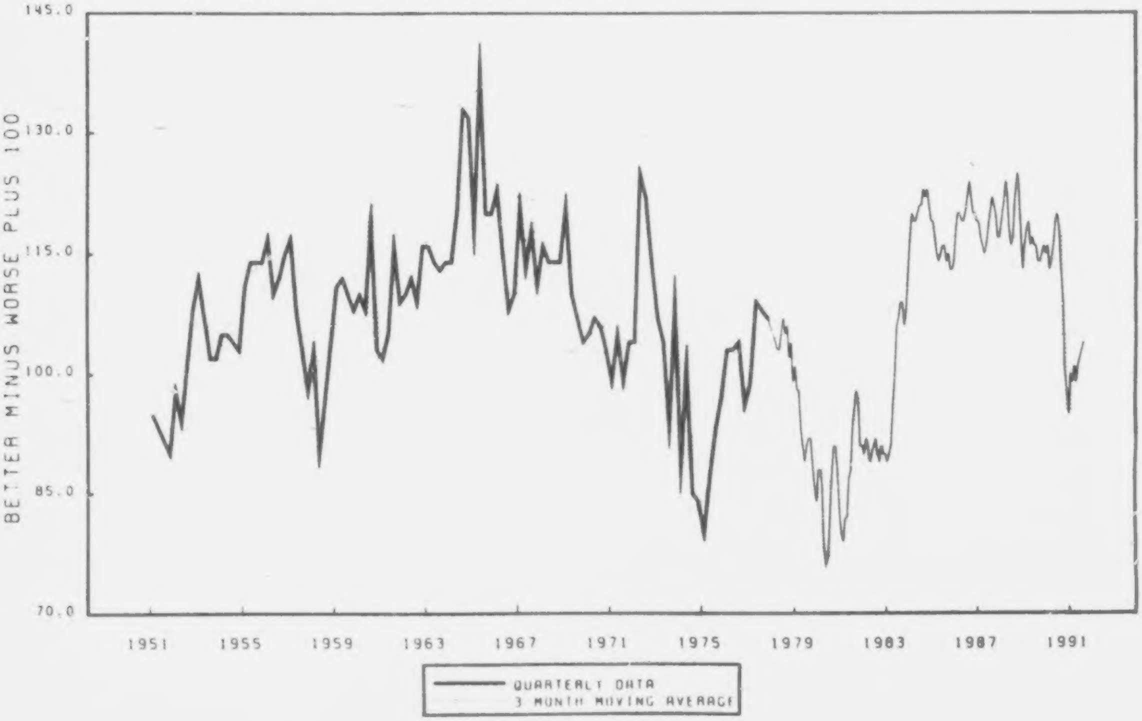


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
BETTER OFF	36%	36%	30%	35%	33%	34%	32%	35%	34%	36%	35%	36%	37%
SAME	33	34	31	27	32	35	32	31	30	30	33	31	30
WORSE OFF	31	30	39	38	35	30	36	33	35	34	31	33	33
DK,NA	*	*	*	*	*	1	*	1	1	*	1	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

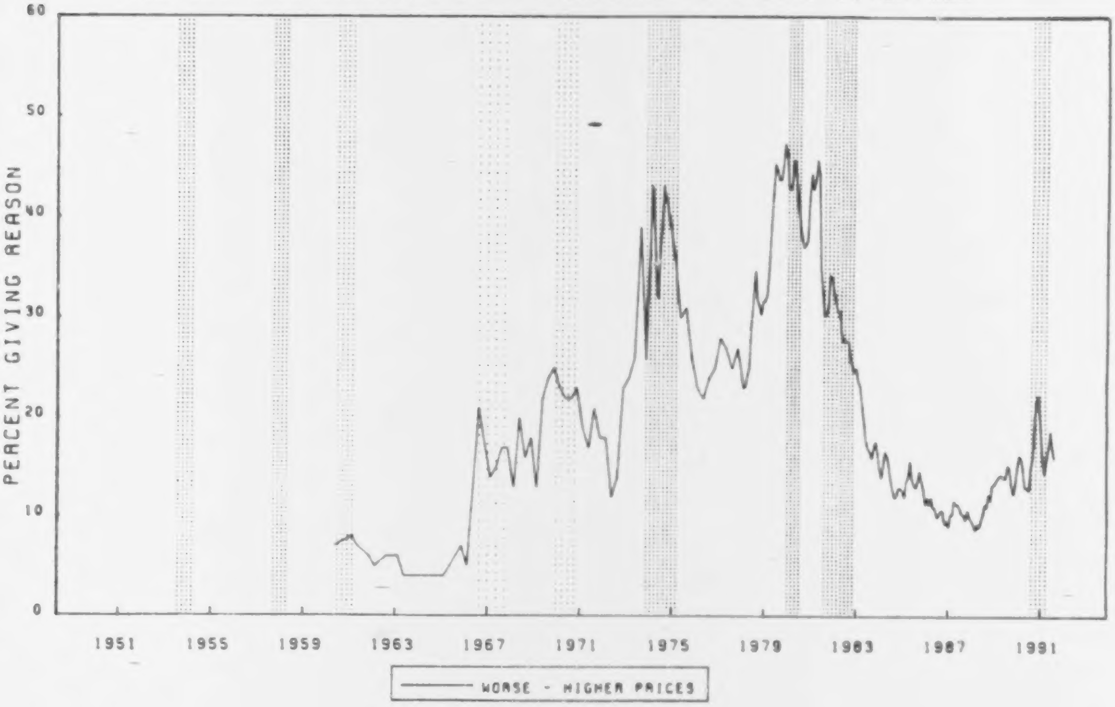


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

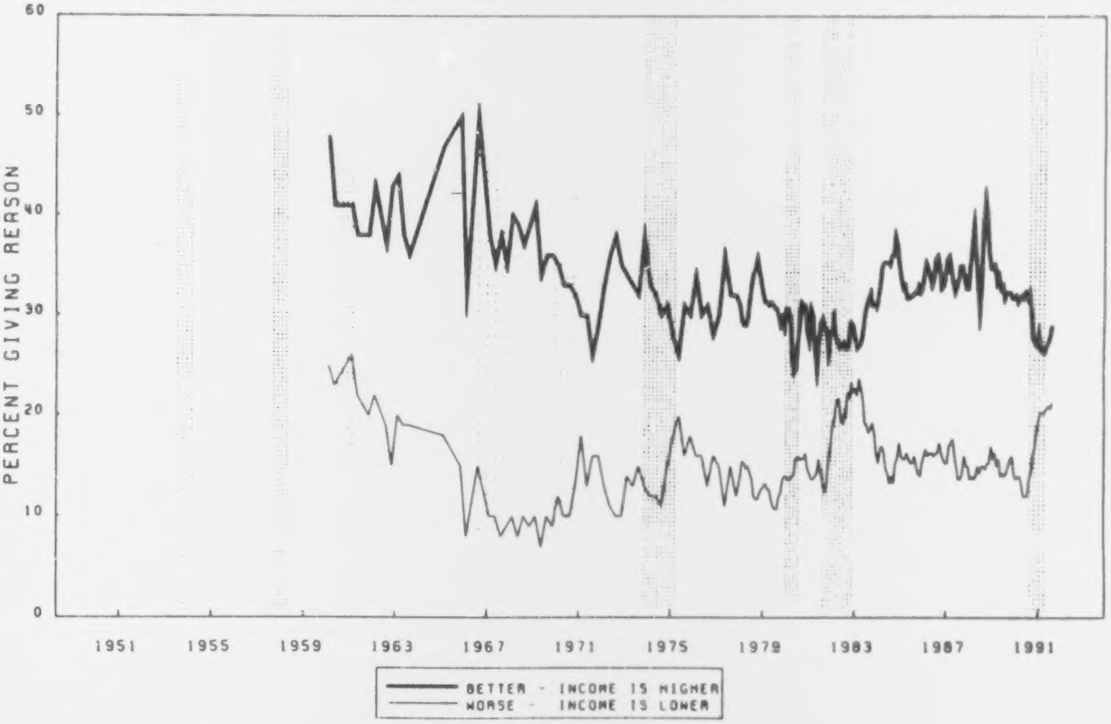


TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	31%	28%	24%	30%	27%	28%	25%	26%	28%	27%	27%	30%	30%
WORSE OFF THAN YEAR AGO:													
Income is lower	17	13	19	19	18	22	21	18	22	22	19	21	24
Higher prices	18	18	24	23	20	14	15	14	18	19	19	13	16

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

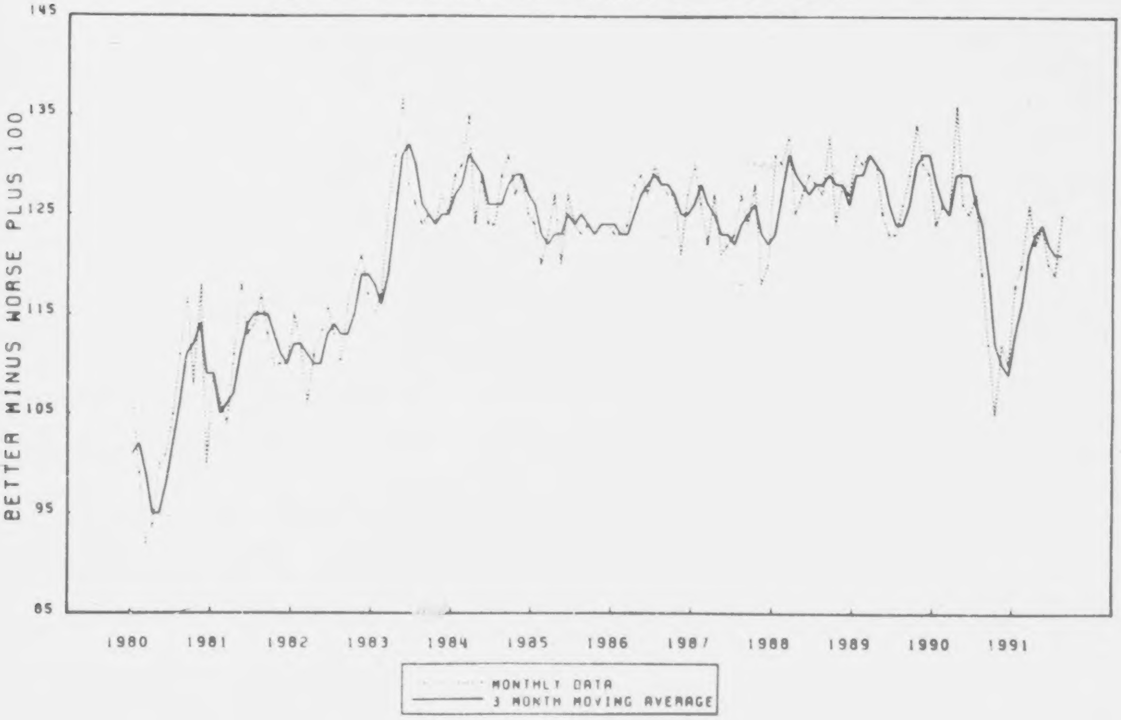


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

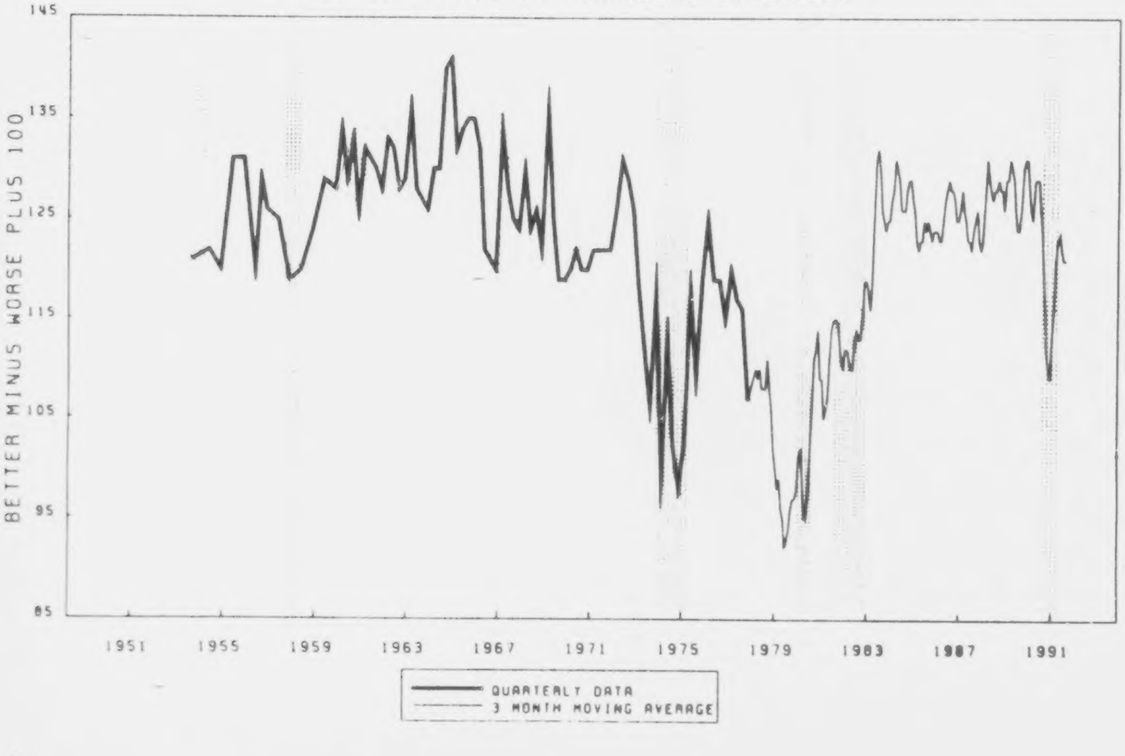


TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
BETTER OFF	32%	29%	29%	31%	26%	32%	32%	36%	34%	37%	33%	33%	37%
SAME	52	52	44	46	54	51	53	50	51	46	50	48	48
WORSE OFF	13	17	24	19	16	14	12	10	12	13	13	14	12
DK,NA	3	2	3	4	4	3	3	4	3	4	4	5	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

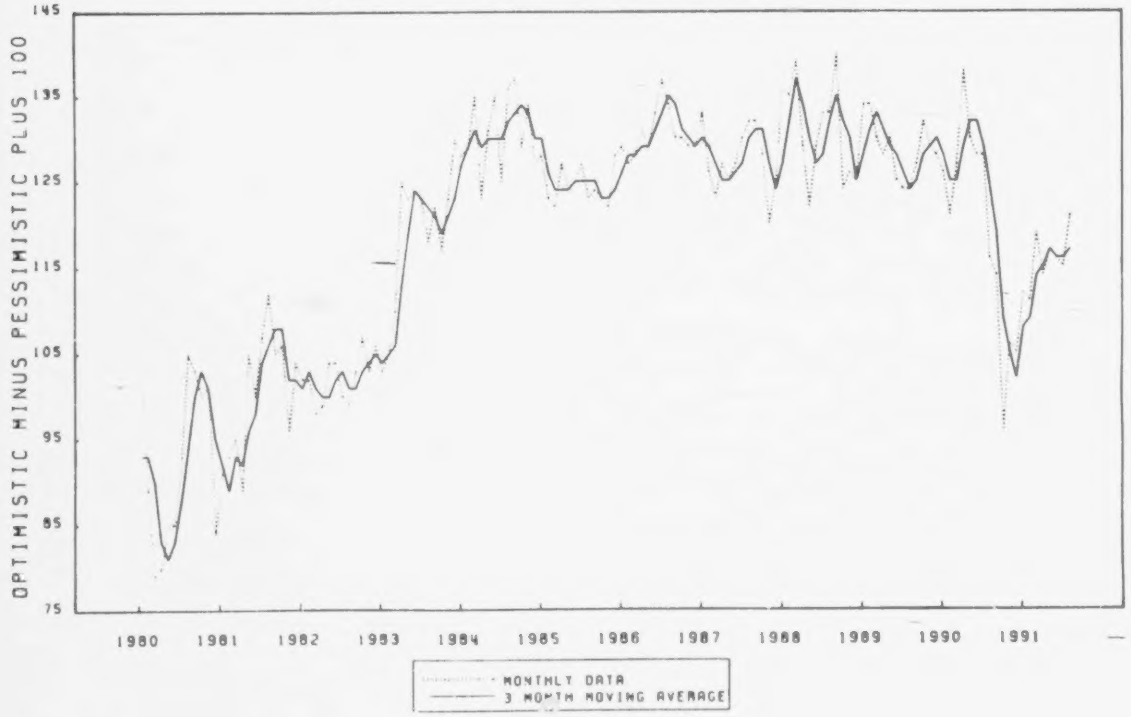


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

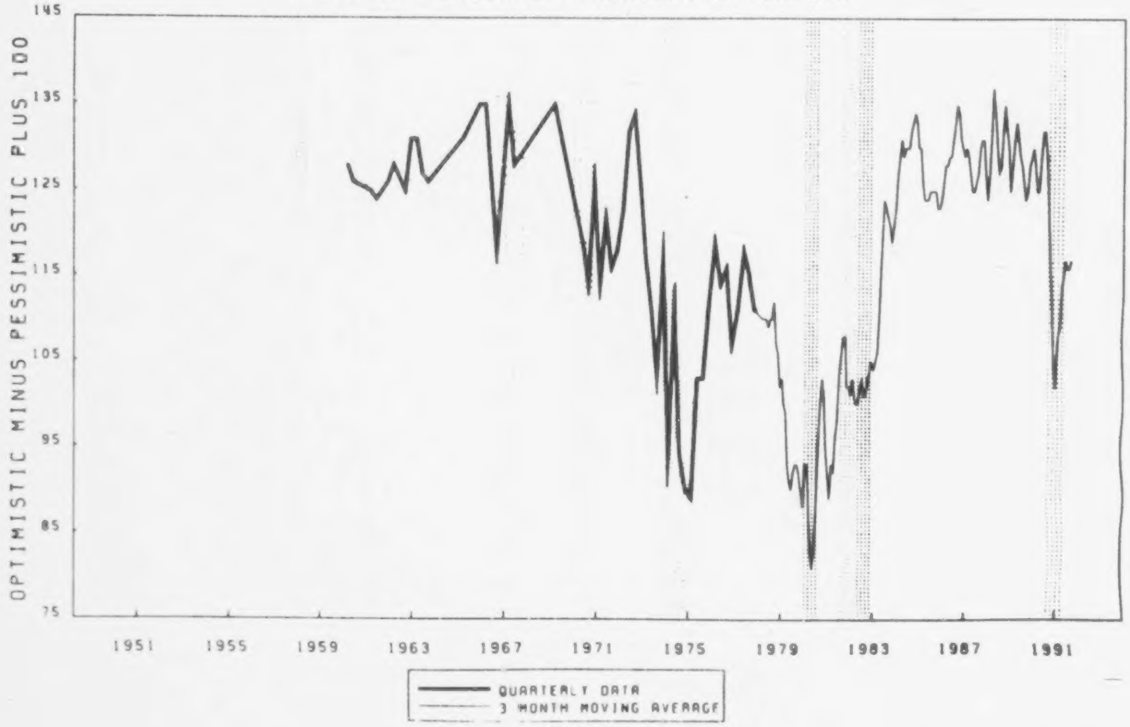


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	14%	14%	13%	15%	12%	16%	13%	16%	14%	18%	16%	17%	16%
Intermittent increase(b)	28	26	20	23	24	22	25	24	27	24	25	23	27
Remain unchanged (c)	18	21	15	13	18	21	19	20	16	16	19	18	18
Intermittent decline (d)	20	17	25	23	22	20	20	16	21	18	18	19	16
Continuous decline (e)	6	9	12	9	9	6	7	5	6	7	7	6	6
Mixed change (f)	11	11	12	13	11	11	13	14	13	13	11	12	15
DK,NA	3	2	3	4	4	4	3	5	3	4	4	5	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

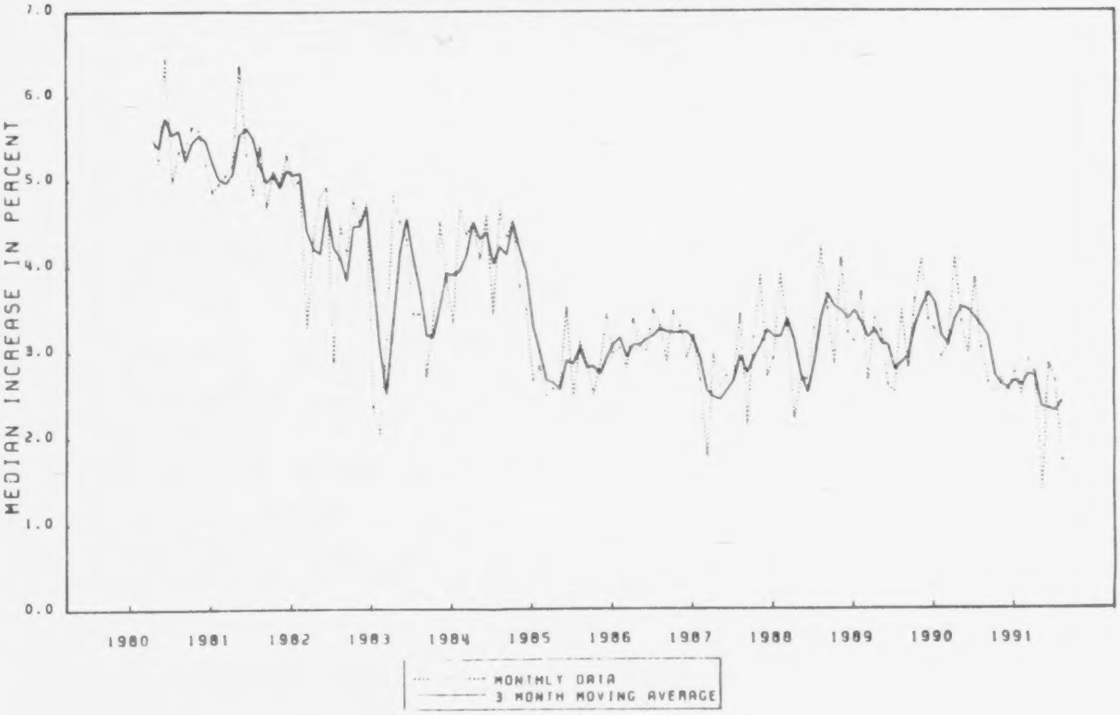


CHART 8 - HISTORICAL SERIES

MEDIAN EXPECTED CHANGE IN FAMILY INCOME

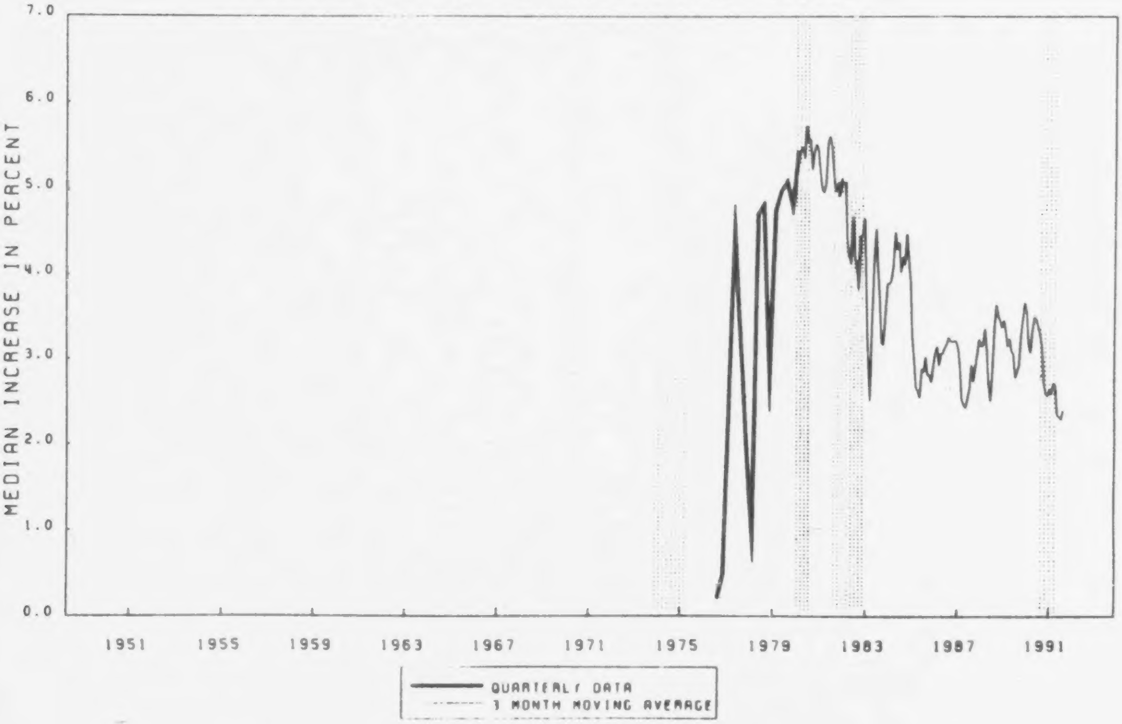


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
EXPECT INCREASE:													
1-4%	17%	17%	14%	19%	17%	15%	19%	13%	16%	14%	15%	17%	18%
5%	9	10	13	13	14	11	12	13	11	9	13	11	10
6-9%	10	8	5	4	5	7	6	7	6	6	4	6	6
10-24%	17	12	13	15	12	12	12	13	16	14	14	14	11
25% or more	6	6	6	5	6	8	6	7	5	7	7	6	6
DK how much up	2	4	5	3	4	5	4	5	4	4	4	2	5
EXPECT SAME	25	28	26	24	25	29	24	28	28	29	25	26	31
EXPECT DOWN	13	14	17	17	17	12	16	12	14	15	17	16	12
DK,NA	1	1	1	*	*	1	1	2	*	2	1	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

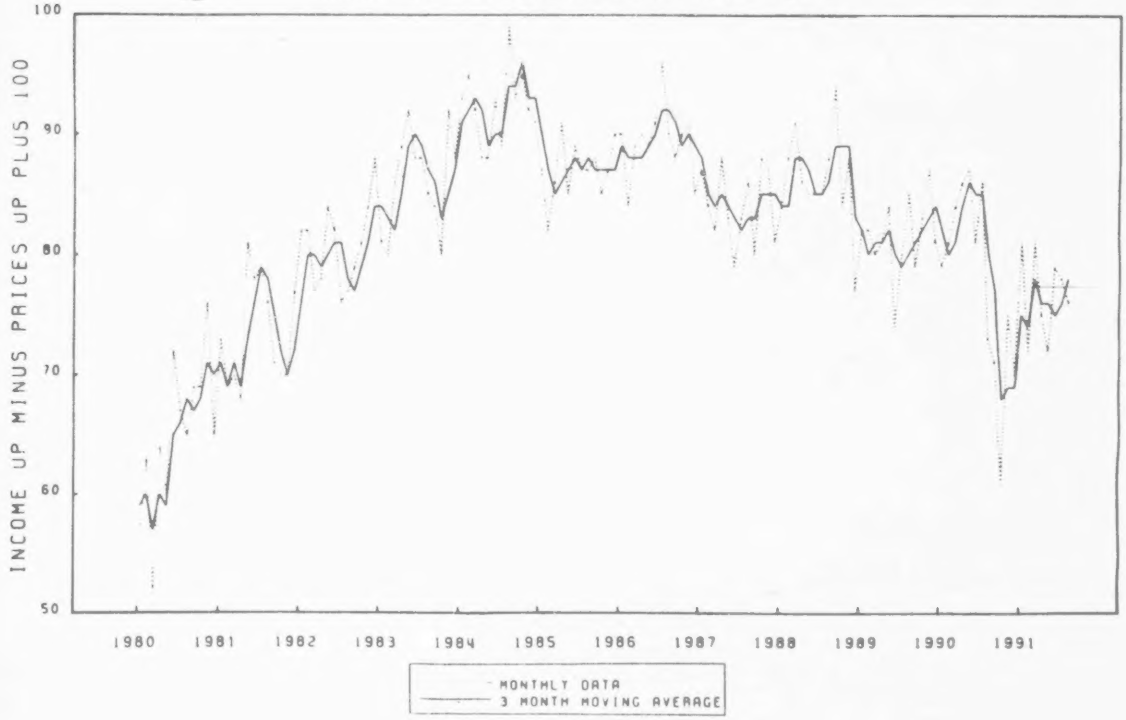


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

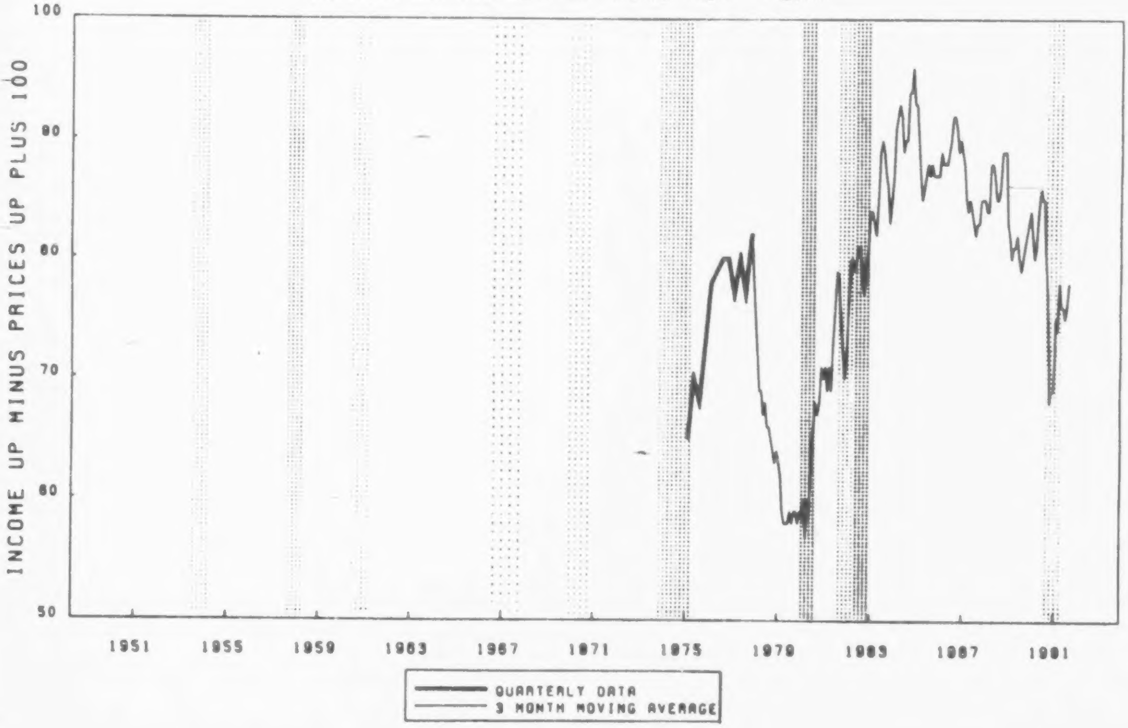


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
INCOME UP MORE	18%	14%	12%	16%	15%	18%	15%	18%	15%	17%	17%	17%	17%
INCOME UP SAME	37	42	35	41	38	45	40	44	43	37	42	41	41
PRICES UP MORE	45	43	51	41	45	37	43	37	40	45	38	39	41
DK,NA	*	1	2	2	2	*	2	1	2	1	3	3	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

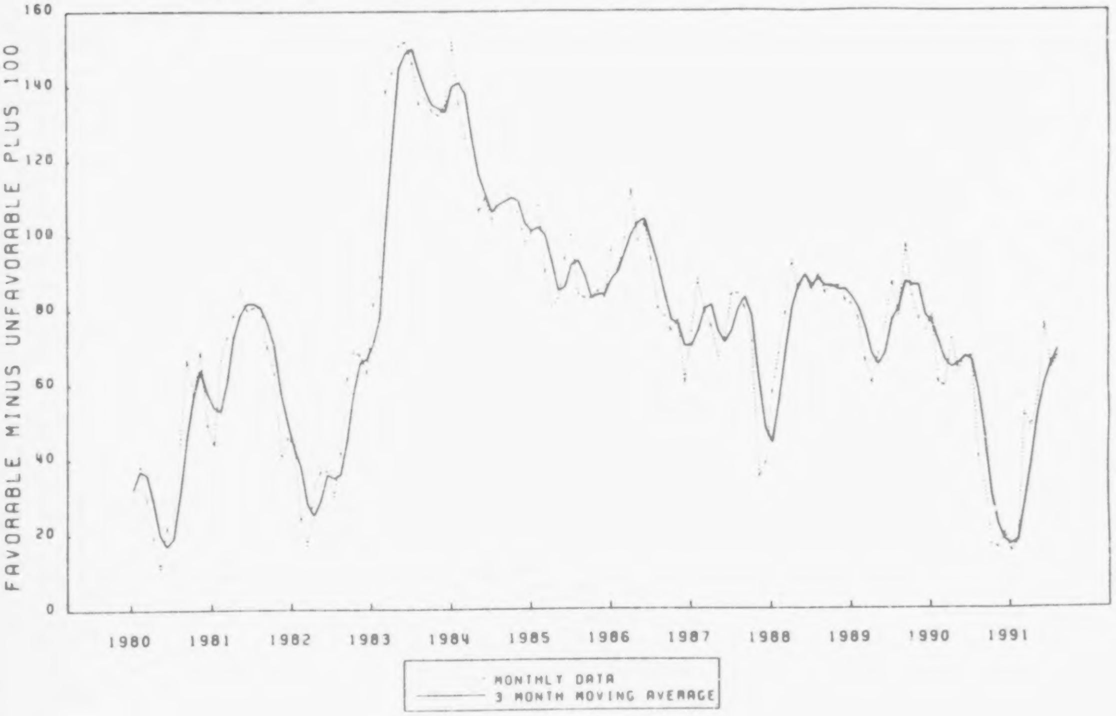


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

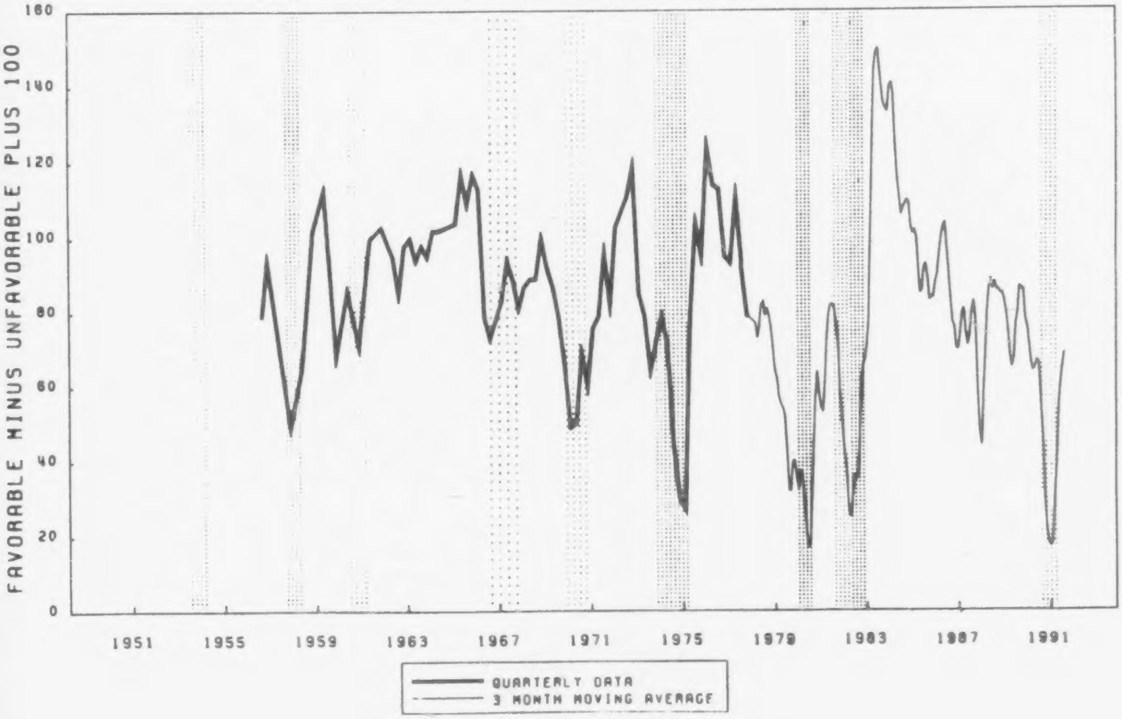


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
FAVORABLE NEWS	16%	10%	8%	8%	11%	9%	13%	27%	24%	27%	32%	31%	29%
UNFAVORABLE NEWS	76	78	91	92	91	94	95	75	76	71	56	67	62
NO MENTIONS	39	44	35	37	33	32	31	35	35	37	42	36	37

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

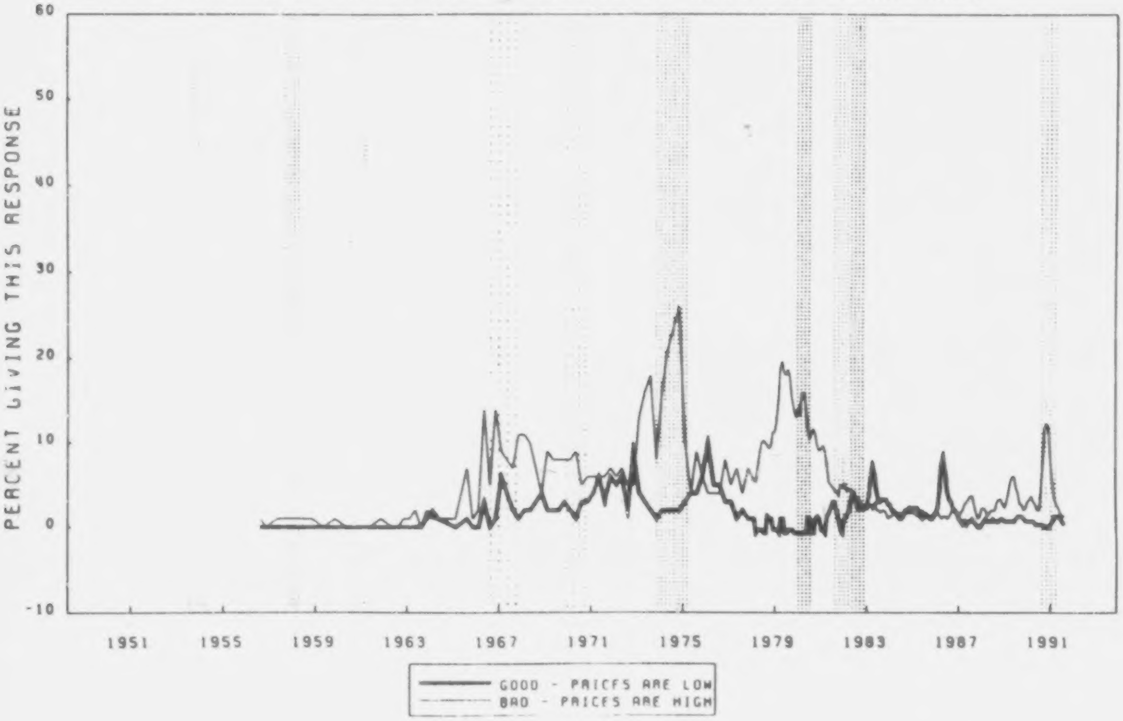


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

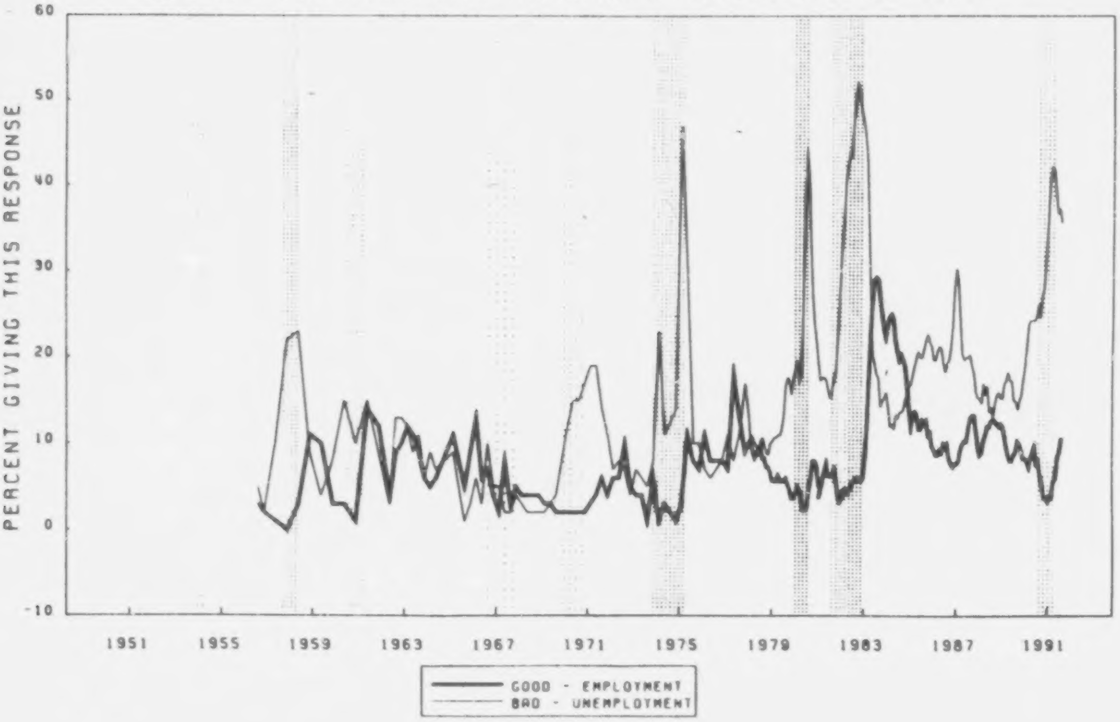


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
FAVORABLE NEWS:													
Government; elections	1%	2%	1%	1%	1%	2%	1%	3%	2%	2%	2%	2%	2%
Employment	9	4	3	4	4	2	5	5	7	6	12	9	11
Higher consumer demand	1	1	1	*	1	*	*	1	1	1	1	3	2
Lower prices	*	*	*	*	*	1	1	2	1	1	1	*	*
Easier credit	2	*	*	1	1	3	2	6	3	6	2	3	2
Stock market	*	*	*	*	*	1	1	1	2	1	2	2	1
Trade deficit	*	*	*	*	*	*	*	1	*	*	1	*	1
UNFAVORABLE NEWS:													
Government; elections	13	17	16	17	10	15	11	5	6	4	6	6	7
Unemployment	29	22	31	31	33	43	46	38	41	39	30	43	34
Lower consumer demand	5	5	4	5	11	8	11	11	9	7	7	4	5
Higher prices	9	10	16	11	9	4	3	3	2	2	1	1	2
Tighter credit	2	3	2	2	2	1	1	2	1	1	1	1	1
Energy crisis	2	4	2	3	2	1	*	1	*	*	*	*	*
Stock market	3	3	5	5	*	3	2	1	1	1	*	*	1
Trade deficit	1	1	1	*	1	2	1	1	2	2	1	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

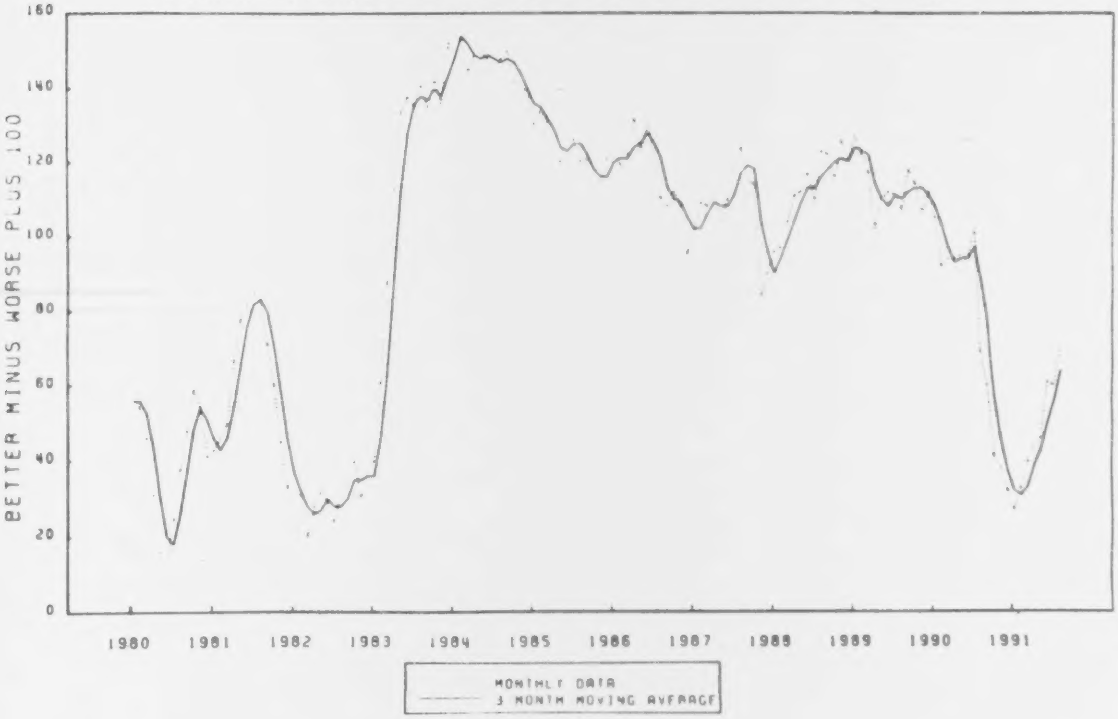


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

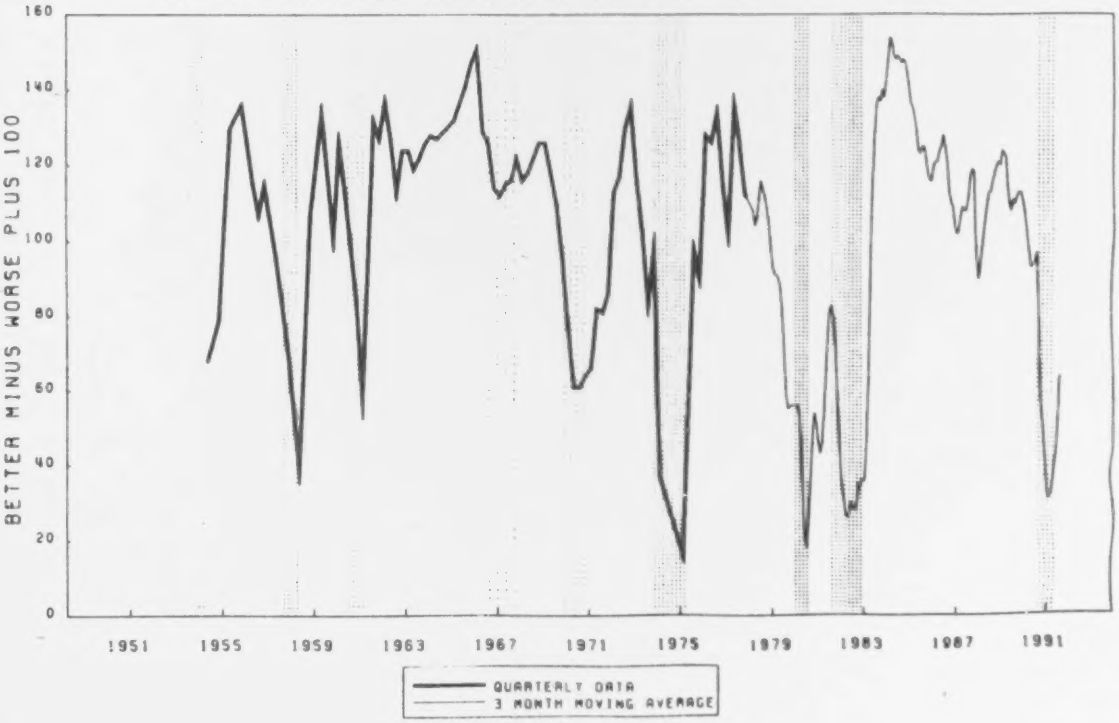


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
BETTER NOW	26%	22%	15%	13%	11%	8%	11%	15%	18%	18%	25%	24%	29%
SAME	15	13	8	11	9	10	9	8	7	8	10	11	11
WORSE NOW	57	62	74	75	79	81	78	75	74	72	64	64	59
DK,NA	2	3	3	1	1	1	2	2	1	2	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

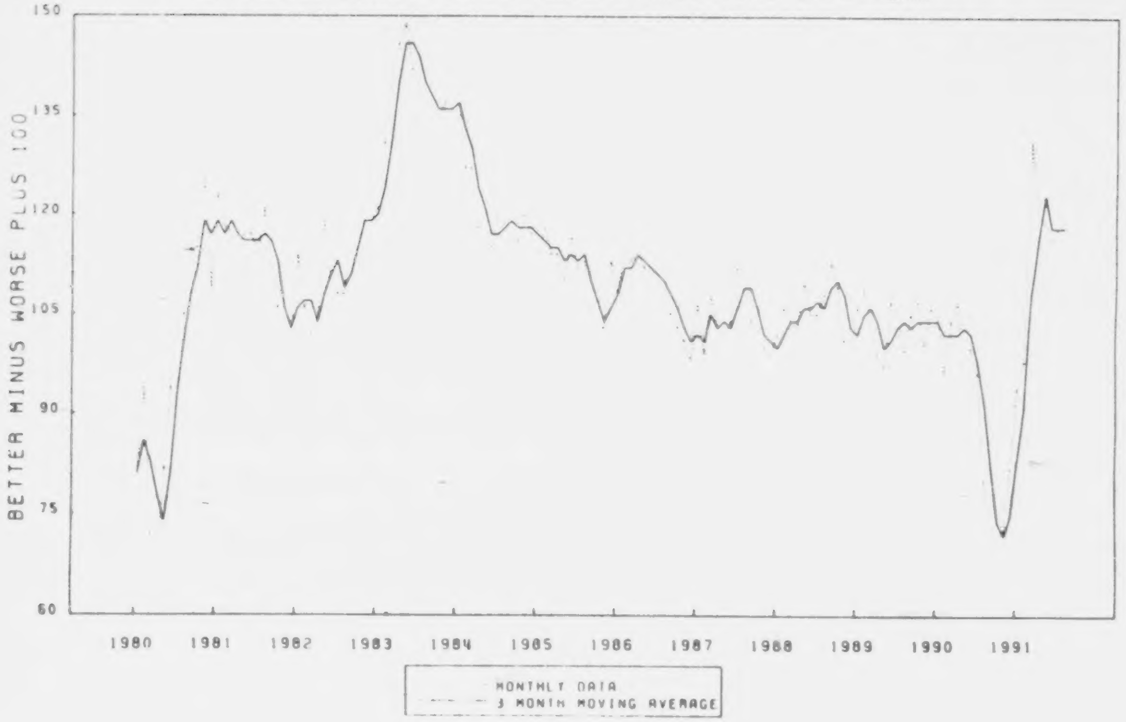


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

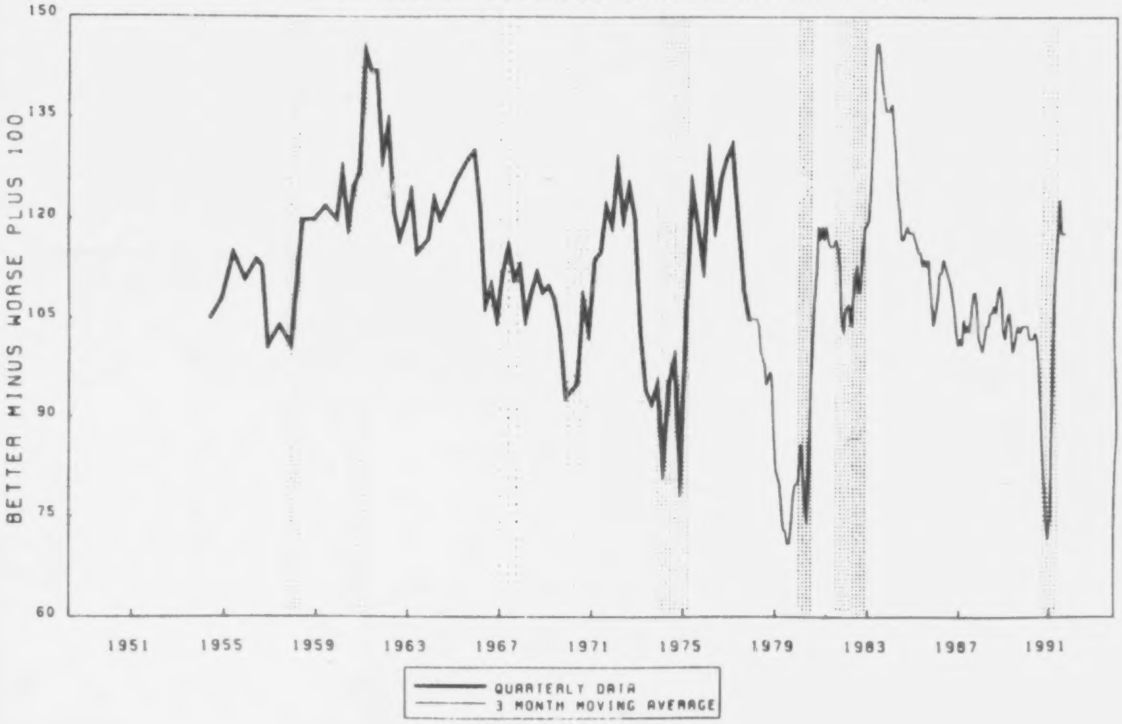


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
BETTER	13%	11%	13%	14%	17%	24%	27%	44%	36%	36%	33%	35%	32%
SAME	52	50	41	43	44	41	41	40	46	44	48	46	53
WORSE	33	38	43	41	35	30	29	13	16	17	17	17	13
DK,NA	2	1	3	2	4	5	3	3	2	3	2	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

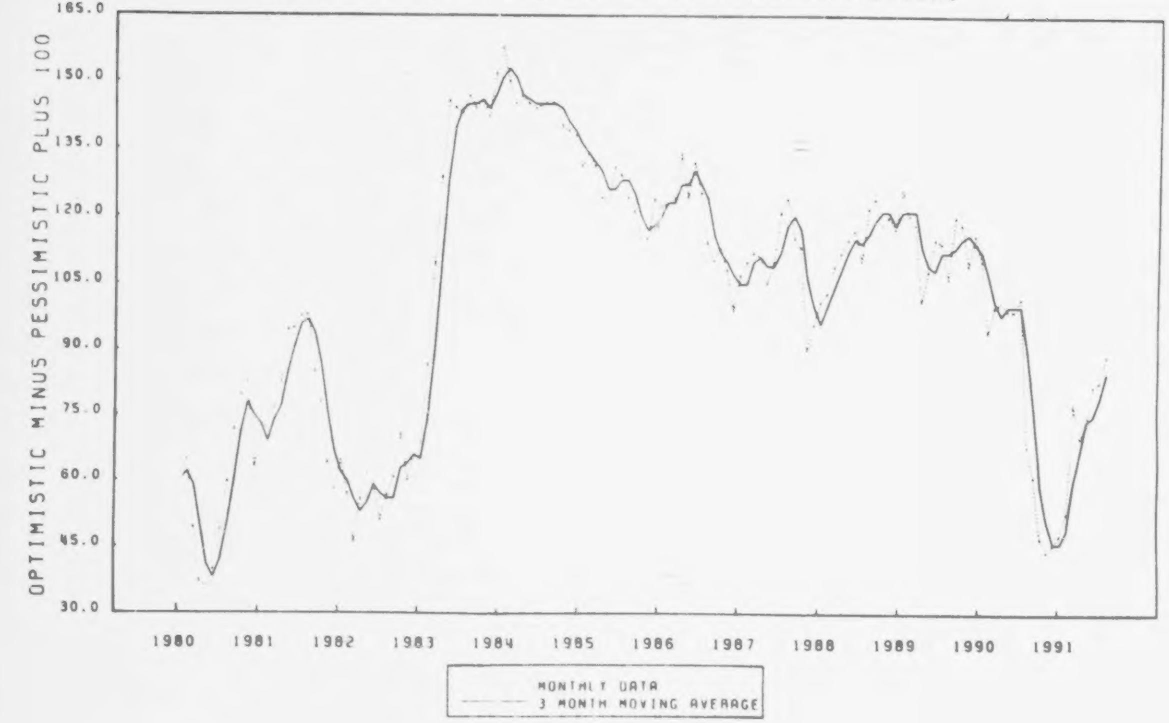


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

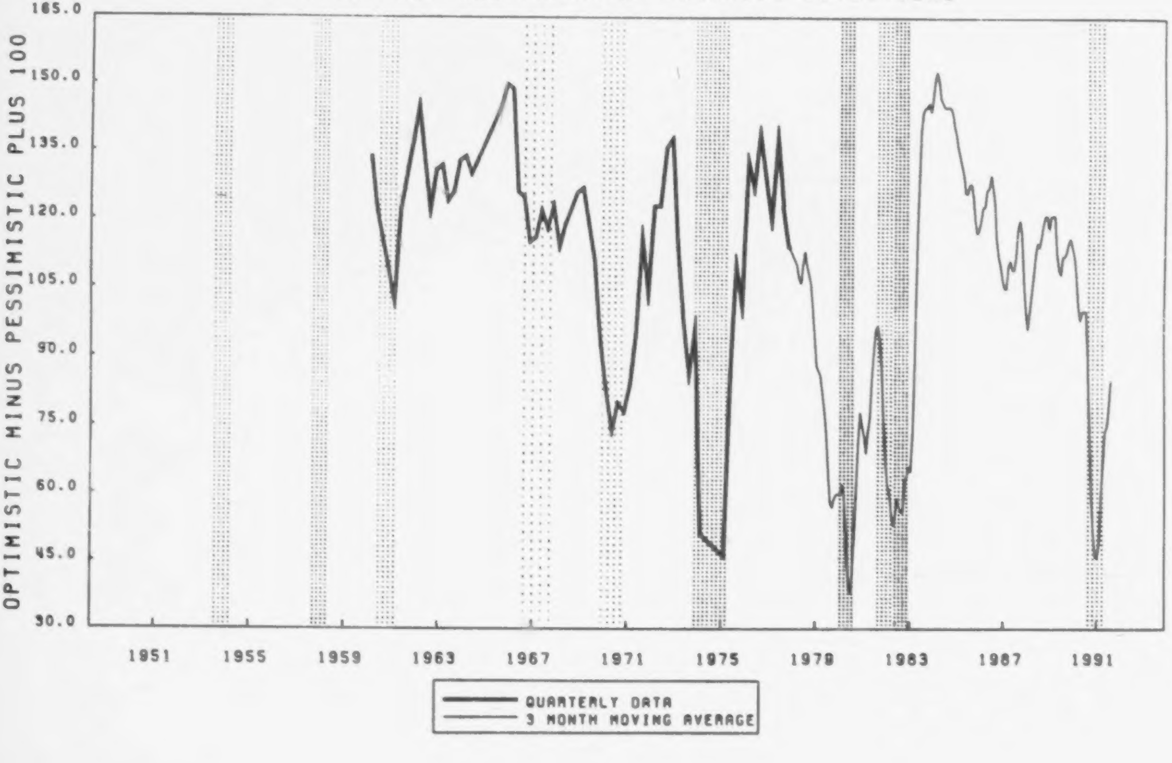


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
TREND:													
Continuous increase (a)	5%	3%	3%	2%	2%	2%	5%	7%	8%	8%	12%	12%	13%
Intermittent increase(b)	17	16	10	9	9	6	6	12	10	11	15	15	18
Remain unchanged (c)	9	9	5	5	4	6	4	3	4	4	6	6	7
Intermittent decline (d)	30	27	28	34	35	34	34	29	35	31	30	28	30
Continuous decline (e)	24	31	38	33	30	26	24	12	13	15	15	16	12
Mixed change (f)	11	10	10	14	14	21	22	33	26	27	19	19	17
DK,NA	4	4	6	3	6	5	5	4	4	4	3	4	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

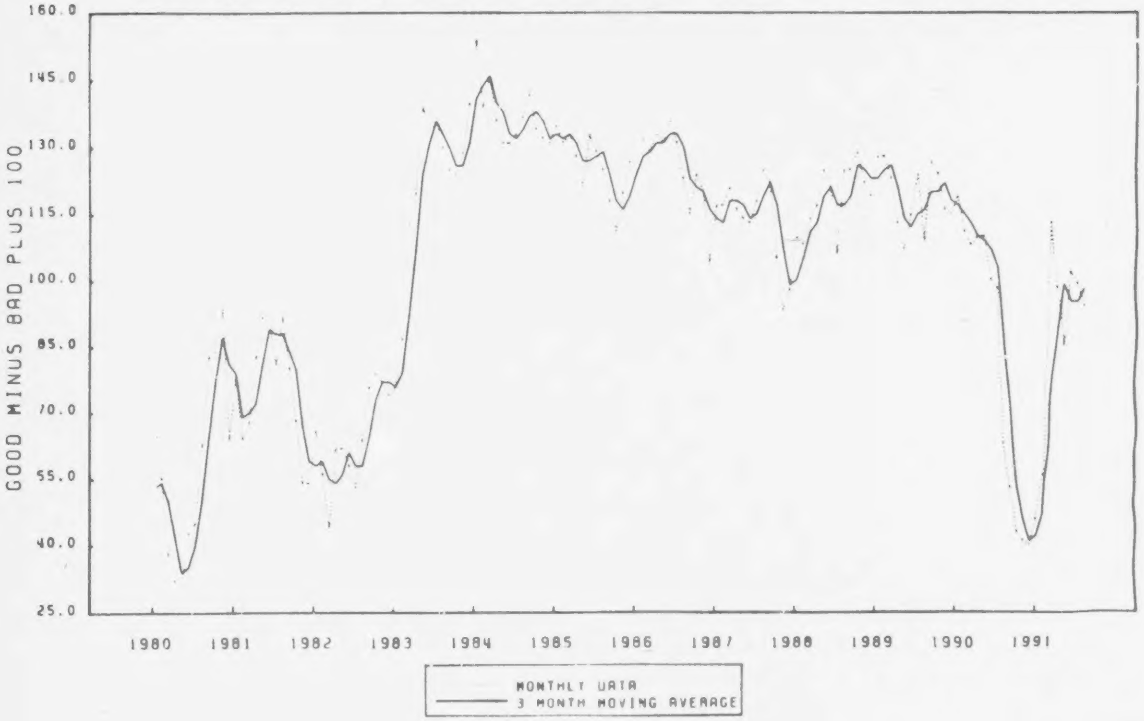


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

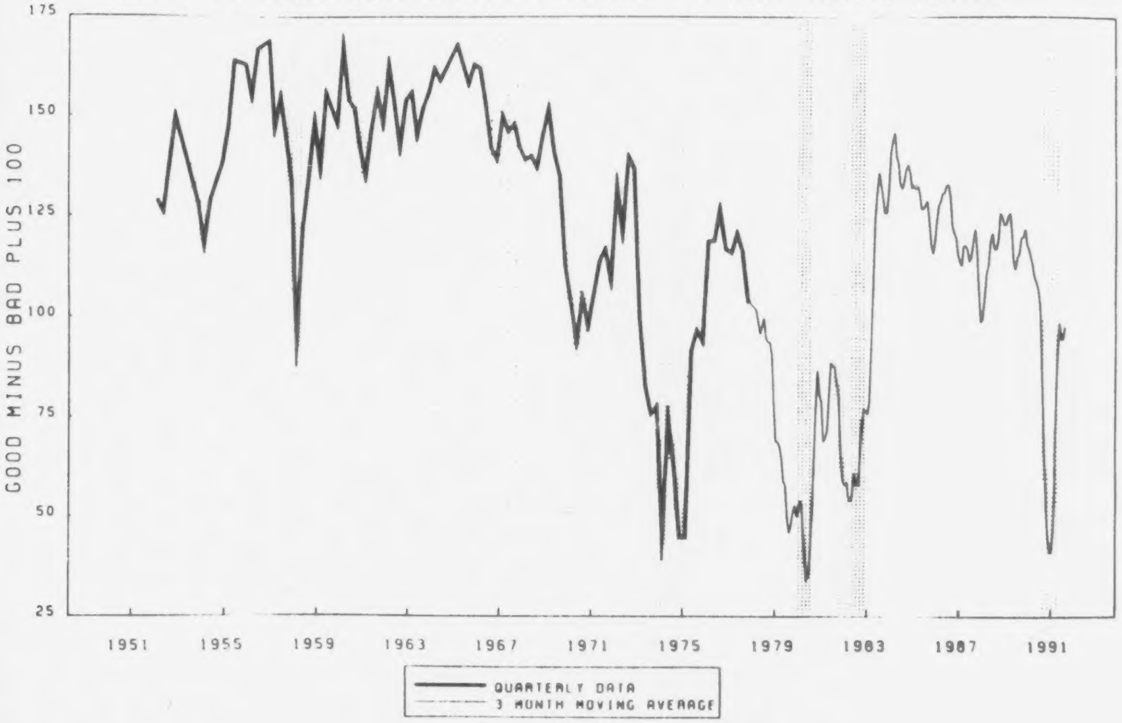


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIMES	25%	18%	14%	15%	12%	16%	20%	48%	40%	34%	41%	41%	36%
UNCERTAIN; GOOD & BAD	2	3	3	2	4	5	4	5	6	3	4	4	4
BAD TIMES	63	65	71	74	72	70	64	35	42	49	39	42	42
DON'T KNOW	5	8	5	3	5	5	7	5	4	4	6	6	6
NOT ASCERTAINED	5	6	7	6	7	4	5	7	8	10	10	7	12
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

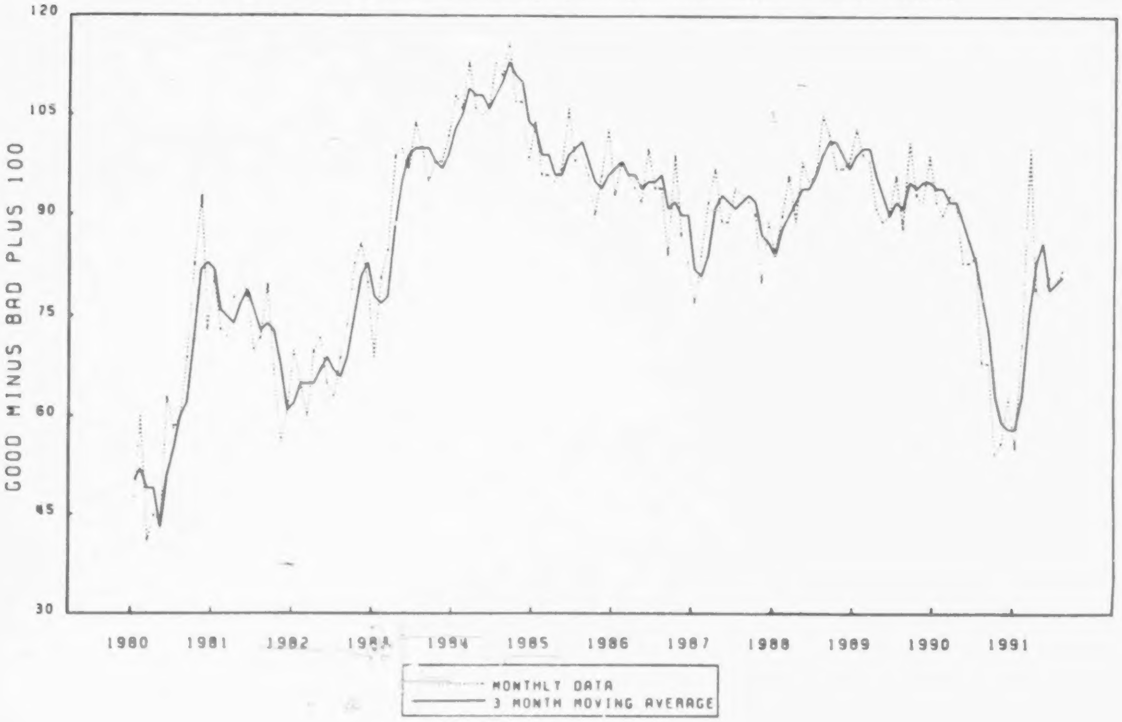


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

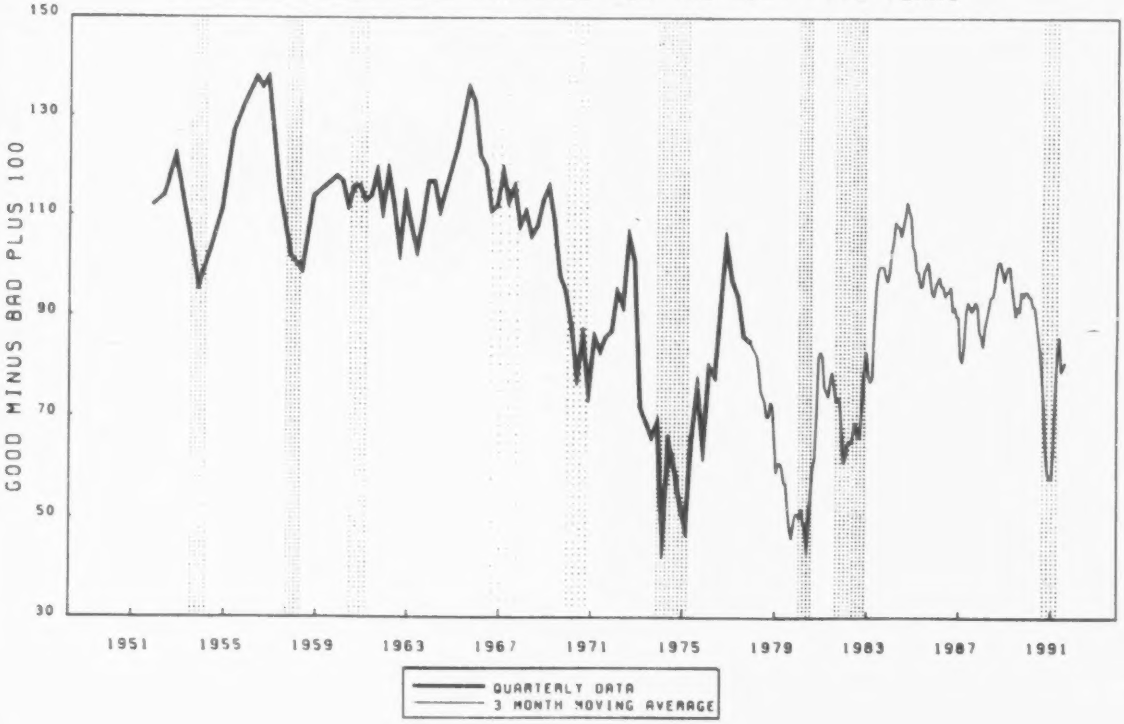


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIMES	24%	25%	19%	18%	24%	18%	26%	38%	30%	30%	30%	28%	30%
UNCERTAIN; GOOD & BAD	14	14	10	15	11	15	14	16	14	14	16	19	14
BAD TIMES	56	57	65	62	61	63	55	38	51	52	49	48	48
NOT ASCERTAINED	6	4	6	5	4	4	5	8	5	4	5	5	8
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

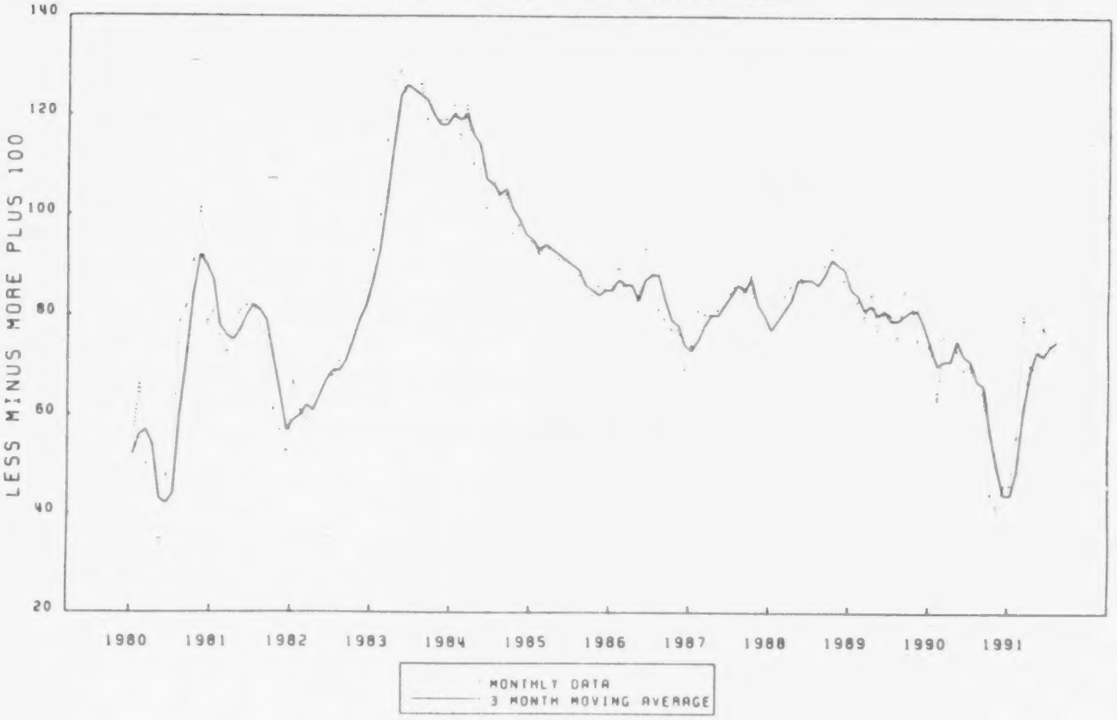


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

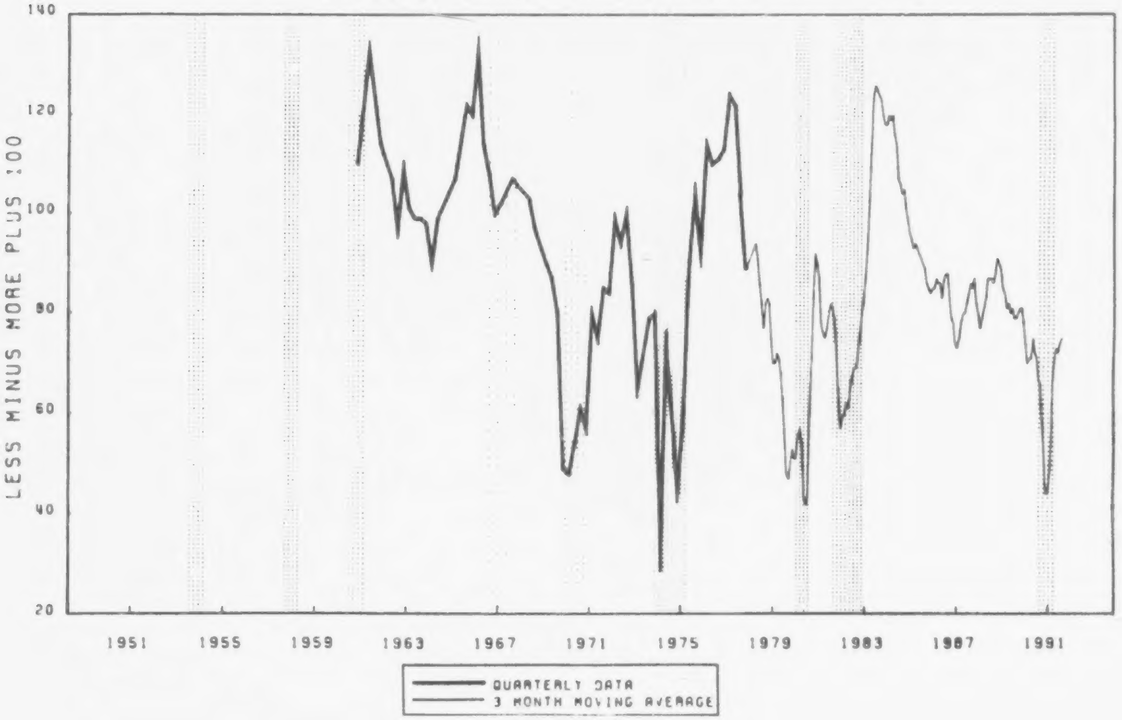


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
LESS	9%	9%	6%	5%	6%	8%	12%	17%	15%	12%	14%	13%	13%
SAME	44	45	30	30	34	29	31	46	39	44	48	48	45
MORE	46	44	62	64	60	62	56	36	45	43	36	39	40
DK,NA	1	2	2	1	*	1	1	1	1	1	2	*	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

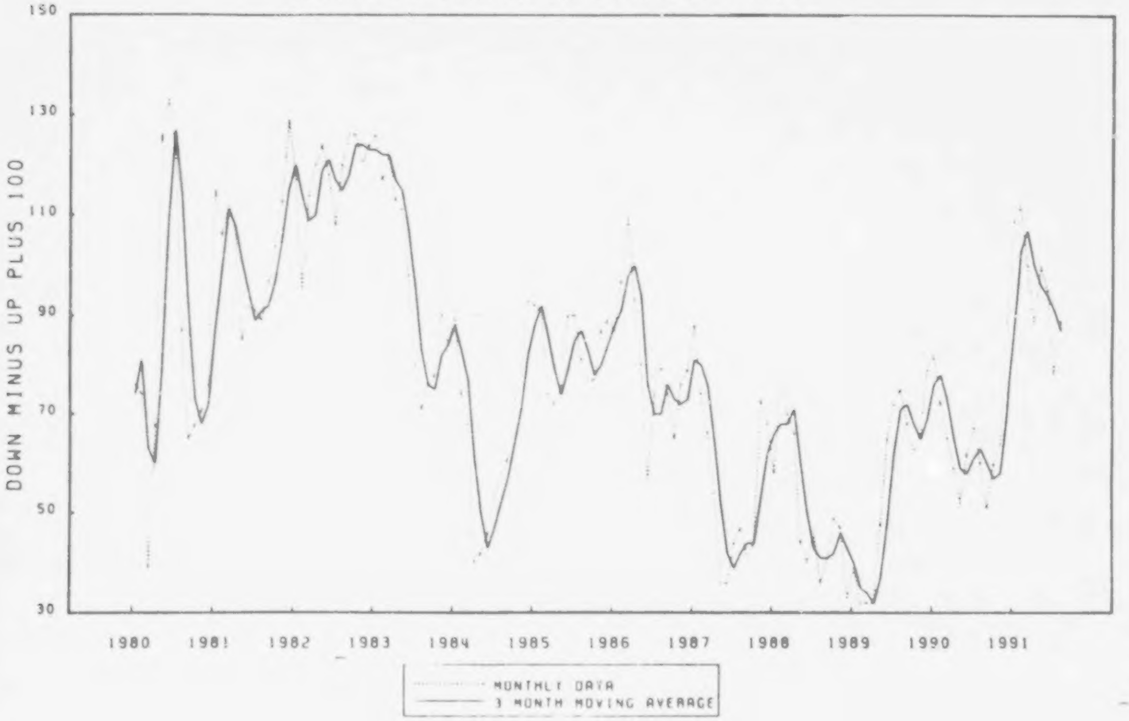


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

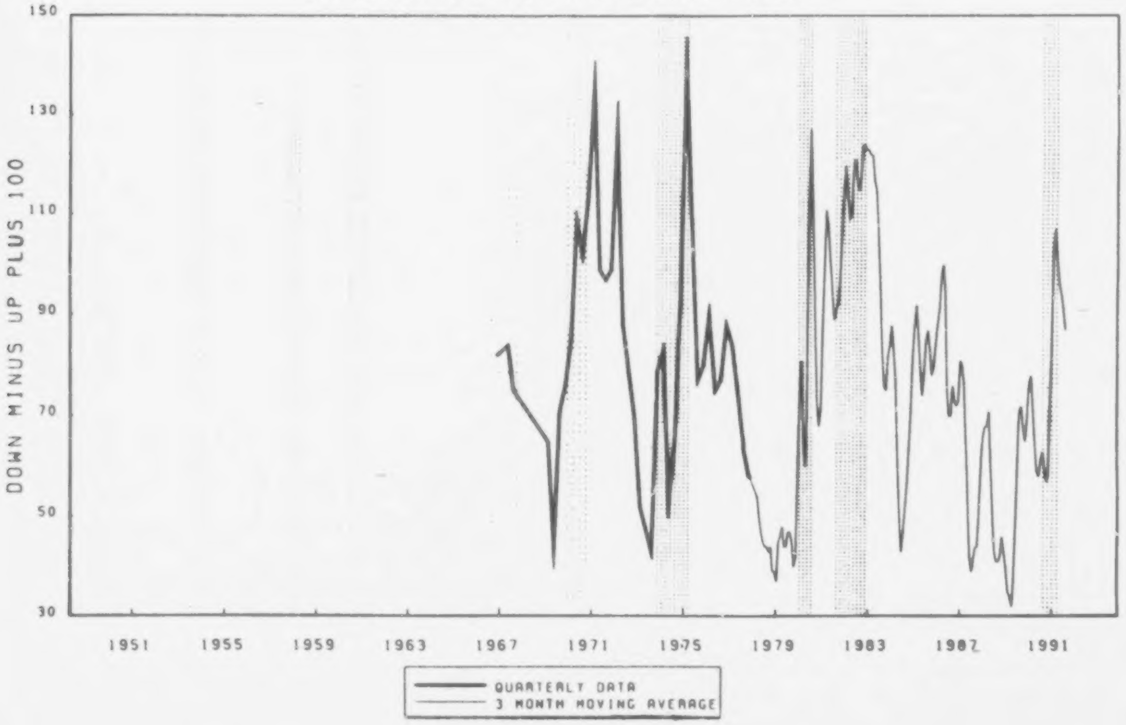


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GO UP	59%	63%	57%	57%	43%	33%	31%	35%	40%	33%	34%	43%	38%
STAY THE SAME	20	21	24	20	23	21	23	28	30	32	34	33	33
GO DOWN	19	14	17	21	32	42	43	35	28	33	29	21	27
DK,NA	2	2	2	2	2	4	3	2	2	2	3	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

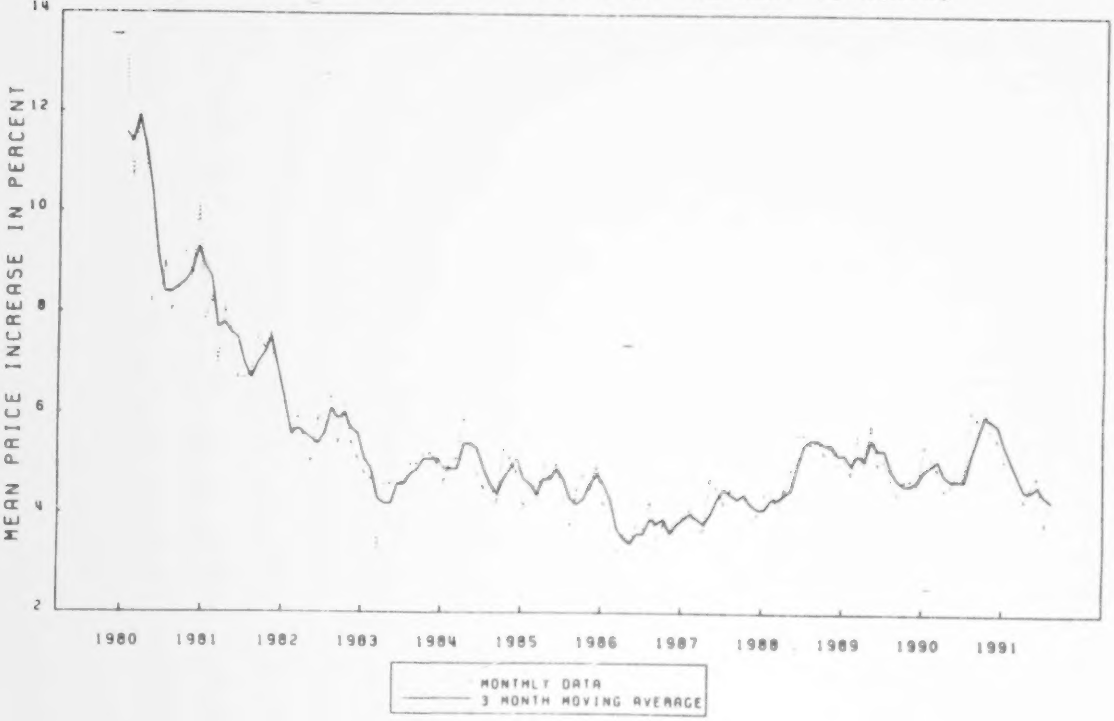


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

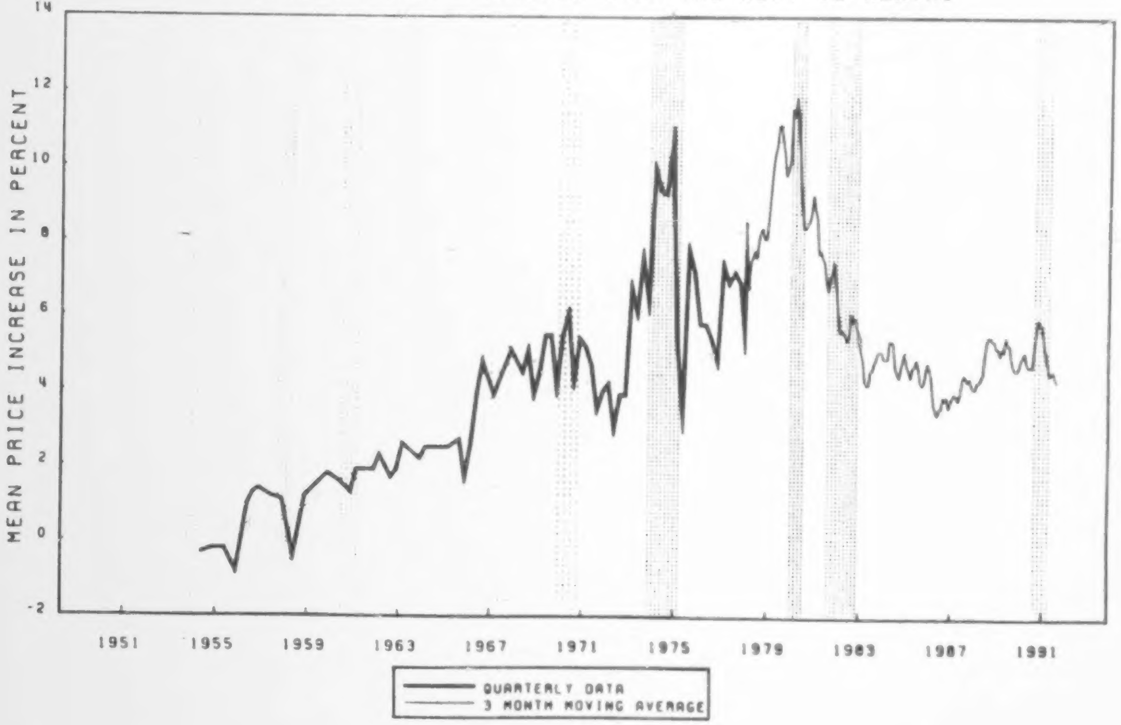


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
SAME OR DOWN	9%	9%	10%	14%	18%	21%	25%	27%	25%	24%	16%	22%	22%
WILL GO UP BY:													
1-2%	14	15	11	12	11	11	12	14	12	16	20	18	16
3-4%	23	19	18	19	16	19	18	16	22	19	19	19	18
5%	18	21	22	18	21	16	18	19	18	17	18	17	21
6-9%	13	13	13	13	12	10	7	6	7	6	6	7	7
10-14%	11	11	12	14	10	9	9	9	7	7	10	8	7
15% or more	8	7	7	6	7	7	6	5	6	6	5	2	3
DK how much up	4	5	6	4	5	6	4	3	3	4	4	6	5
DK,NA	*	*	1	*	*	1	1	1	*	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	6.1	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3	4.6	4.8	3.8	4.3
VARIANCE	48	46	43	43	52	46	52	46	43	57	47	21	43
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

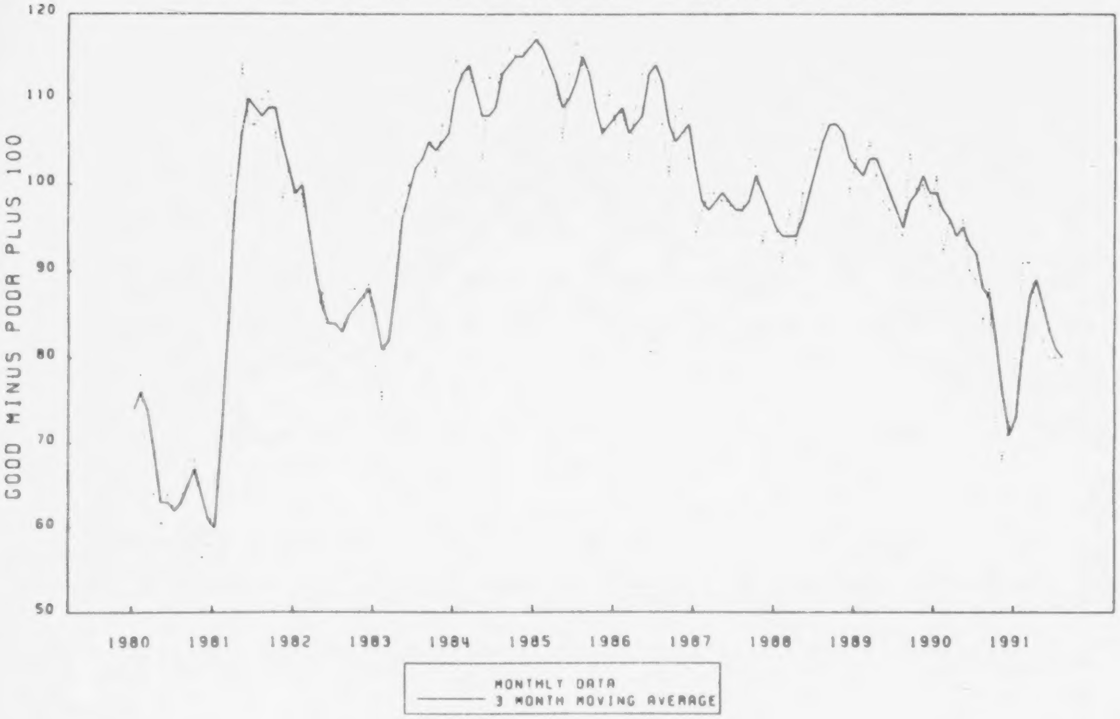


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

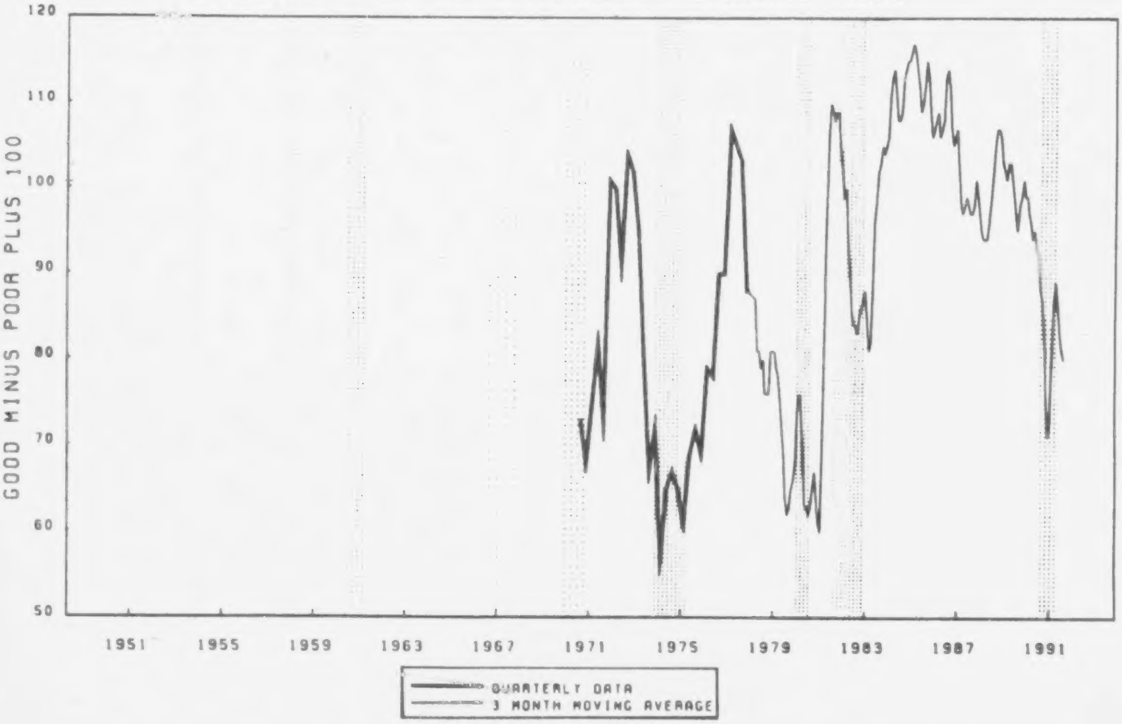


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
A GOOD JOB	15%	14%	11%	8%	10%	11%	15%	18%	11%	13%	11%	13%	11%
ONLY FAIR	52	59	49	49	50	58	58	53	61	54	55	53	54
A POOR JOB	31	26	38	40	38	31	24	27	25	31	31	33	32
DK,NA	2	1	2	3	2	*	3	2	3	2	3	1	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

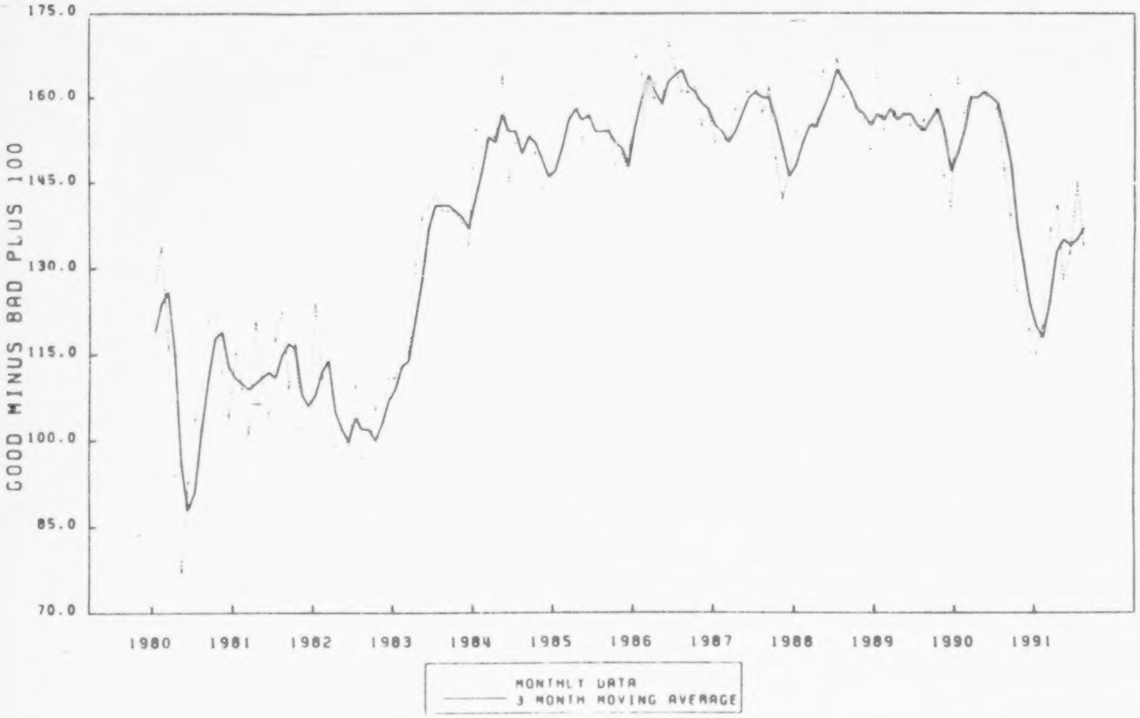


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

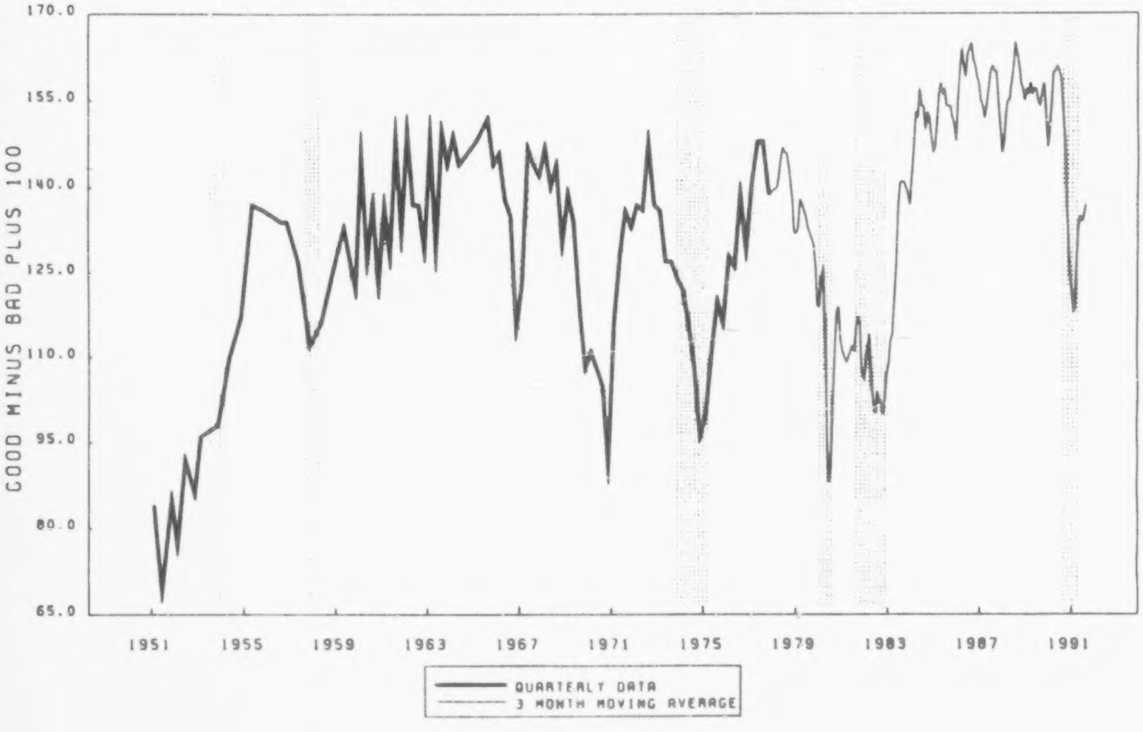


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY	69%	66%	58%	61%	55%	53%	54%	63%	67%	61%	62%	68%	63%
UNCERTAIN, DEPENDS	9	7	10	5	9	9	12	11	7	6	9	9	8
BAD TIME TO BUY	22	27	32	34	36	38	34	26	26	33	29	23	29
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

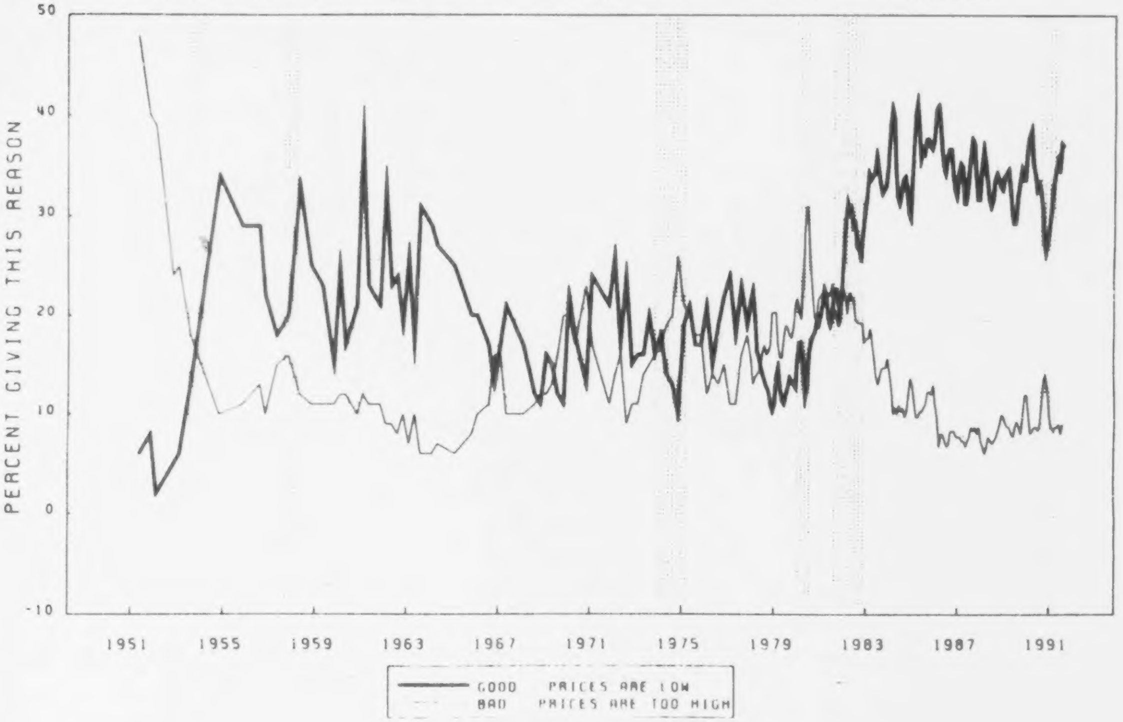


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

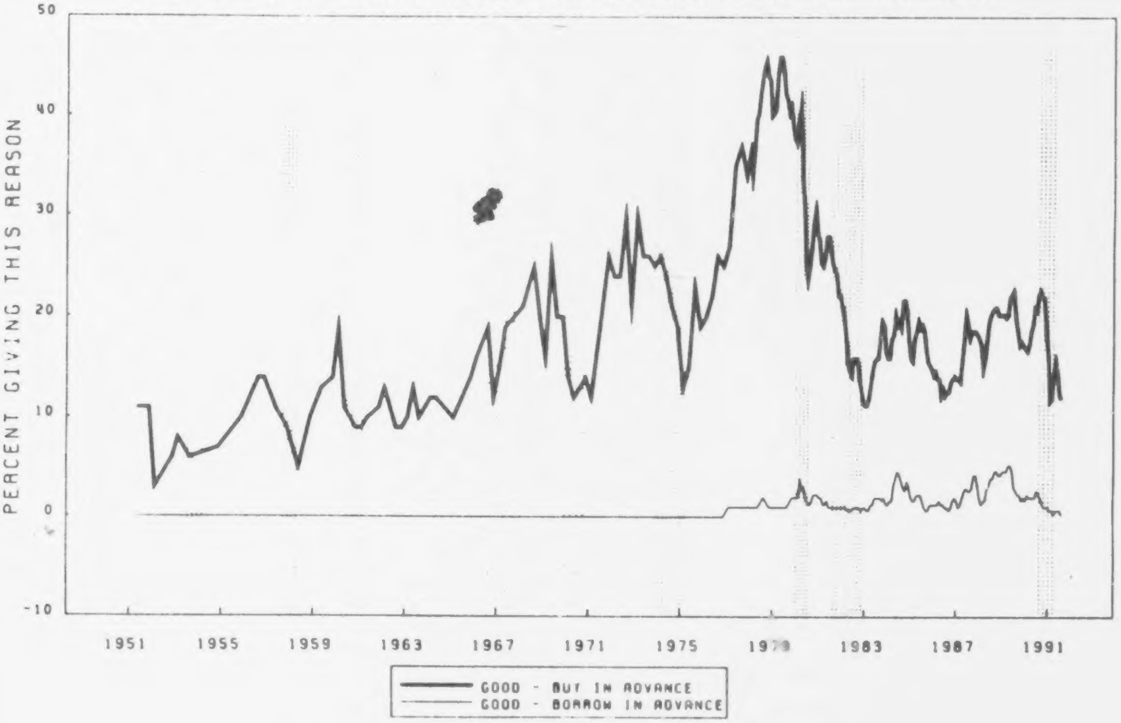


TABLE 22
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	30%	26%	26%	27%	30%	31%	33%	36%	35%	36%	34%	42%	35%
Prices won't come down; are going higher	23	24	19	23	14	11	10	15	18	14	11	12	13
Interest rates are low	5	3	2	1	3	3	3	7	7	8	8	6	7
Borrow-in-advance of rising interest rates	2	1	1	1	1	1	*	1	*	1	1	*	*
Times are good; prosperity	3	2	2	1	2	1	4	2	4	1	2	2	3
BAD TIME TO BUY:													
Prices are high	11	14	16	12	9	8	9	8	9	9	9	6	12
Interest rates are high; credit is tight	2	5	5	5	6	6	6	5	6	5	5	5	5
Times are bad; can't afford to buy	5	7	8	8	11	10	15	10	10	13	13	8	11
Bad times ahead; uncertain future	7	8	11	13	17	19	13	8	9	11	10	9	9

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

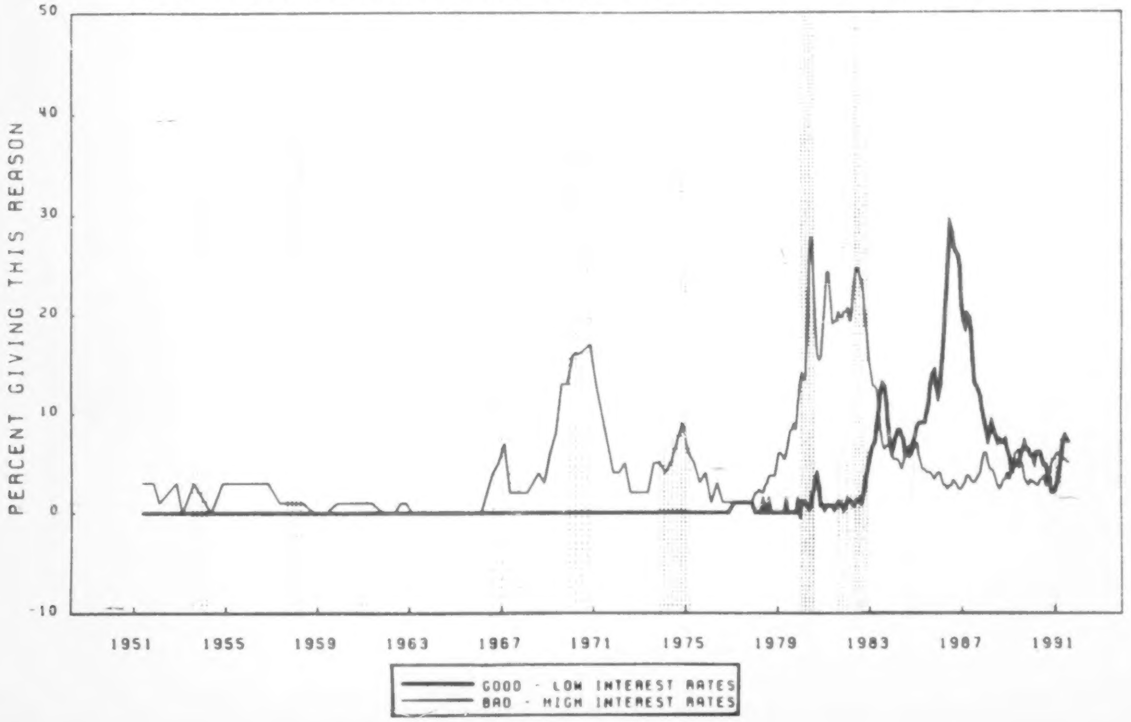


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

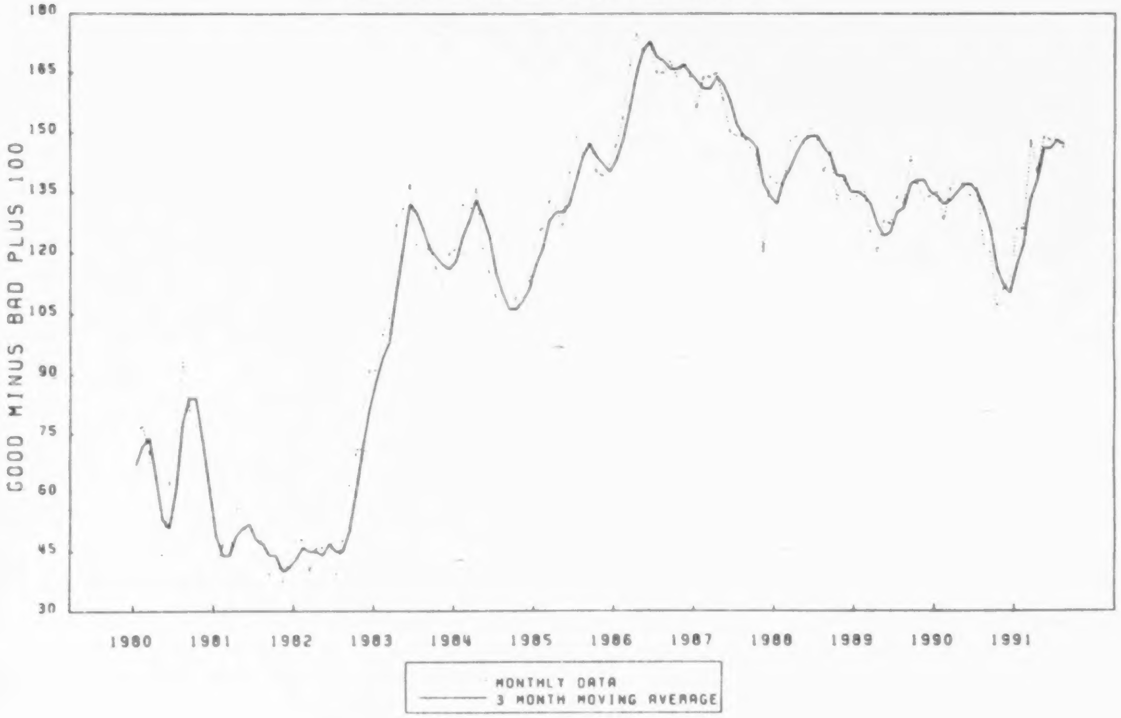


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

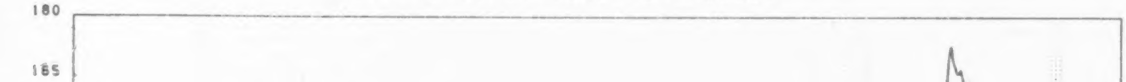


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY	59%	58%	50%	54%	55%	61%	61%	73%	67%	74%	72%	73%	72%
UNCERTAIN, DEPENDS	4	4	6	3	4	4	4	2	6	1	4	2	2
BAD TIME TO BUY	37	38	44	43	41	35	35	25	27	25	24	25	26
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

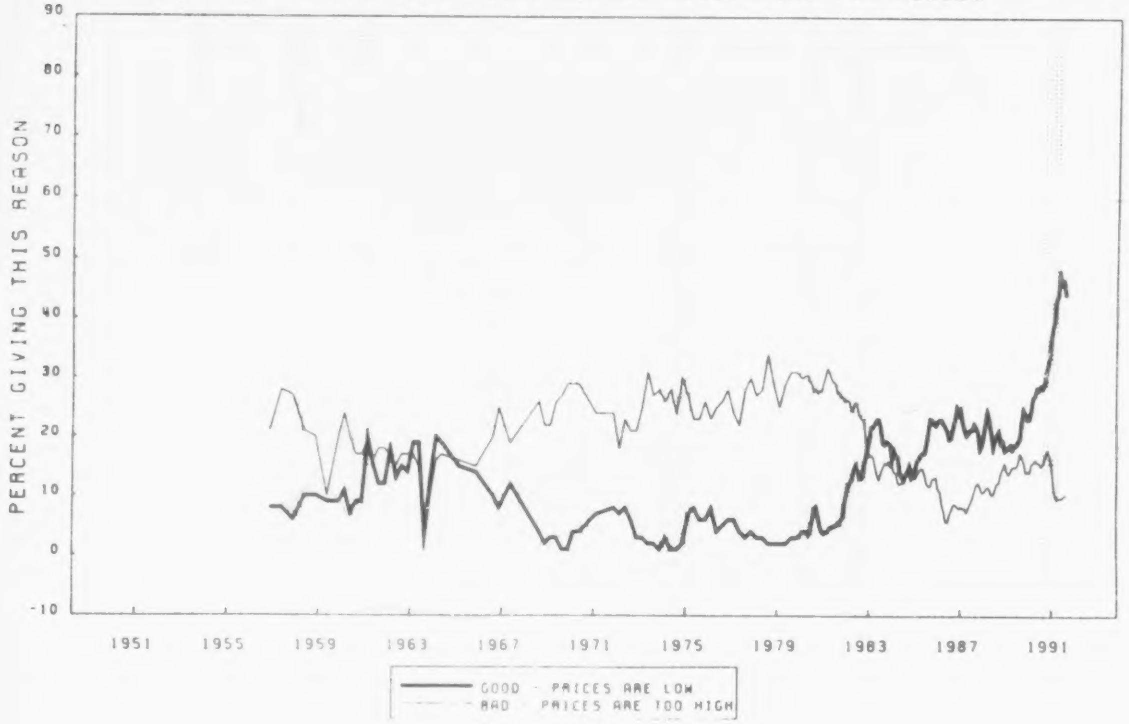


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

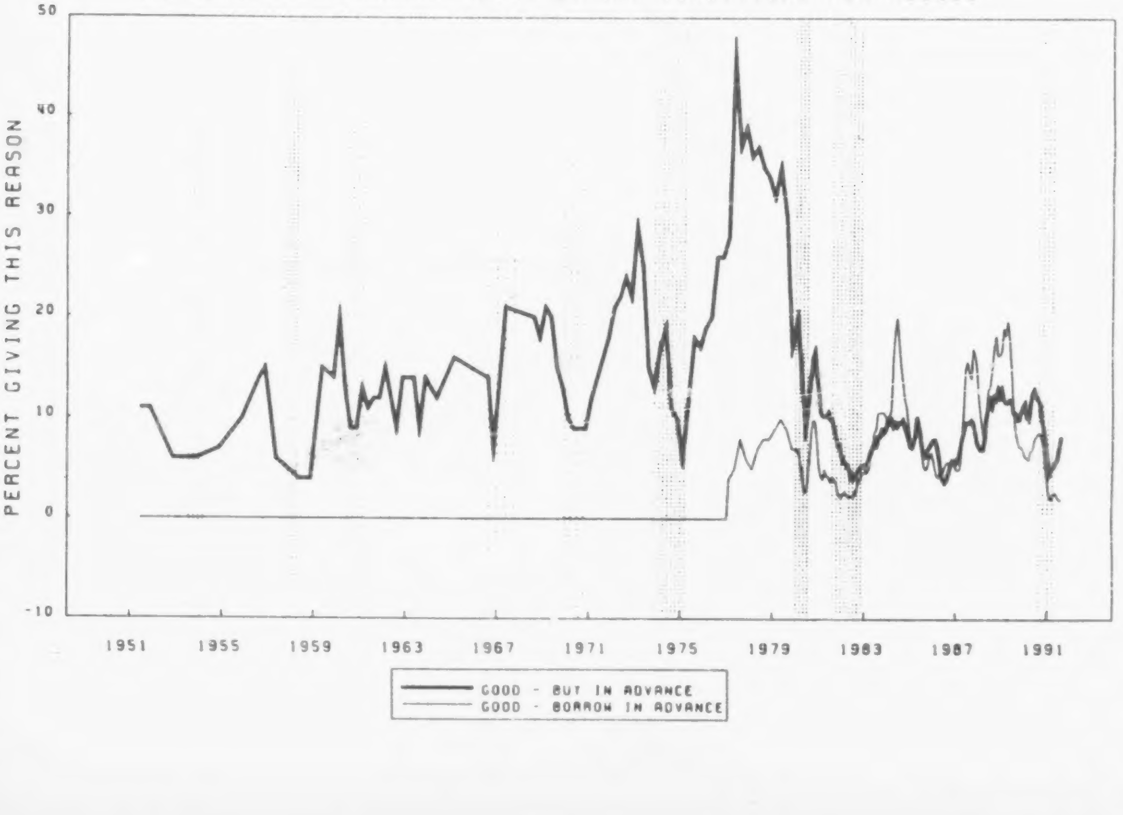


TABLE 24
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	28%	30%	34%	34%	38%	42%	39%	49%	44%	49%	45%	45%	42%
Prices won't come down; are going higher	12	11	7	9	5	4	5	7	4	6	8	8	9
Interest rates are low	21	15	11	13	17	31	31	43	43	40	39	39	39
Borrow-in-advance of rising interest rates	9	9	6	5	4	1	2	3	3	2	2	2	2
Good investment	5	7	3	6	3	4	4	3	3	6	6	6	5
Times are good; prosperity	2	1	1	1	1	1	1	2	2	2	1	2	3
BAD TIME TO BUY:													
Prices are high	18	17	18	17	13	11	9	9	11	9	9	12	10
Interest rates are high; credit is tight	20	22	22	20	20	14	12	8	8	9	10	9	10
Times are bad; can't afford to buy	8	7	10	10	10	10	11	11	15	11	11	10	11
Bad times ahead; uncertain future	6	4	12	12	11	10	12	5	4	4	4	4	6

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

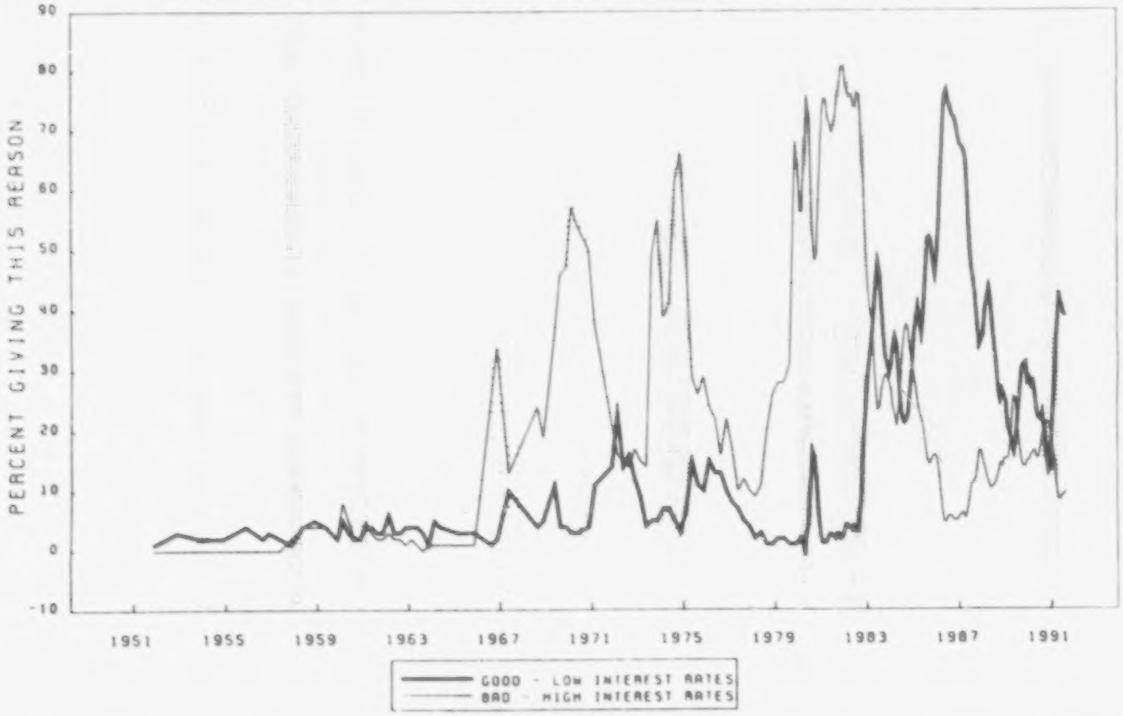


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

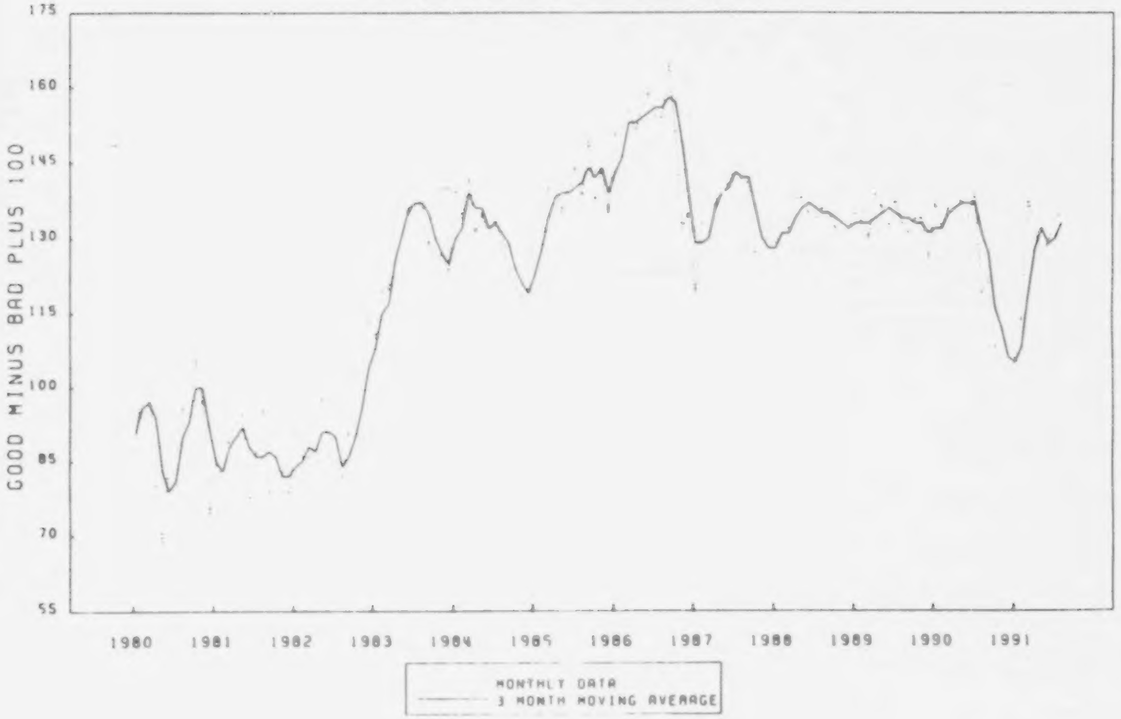


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

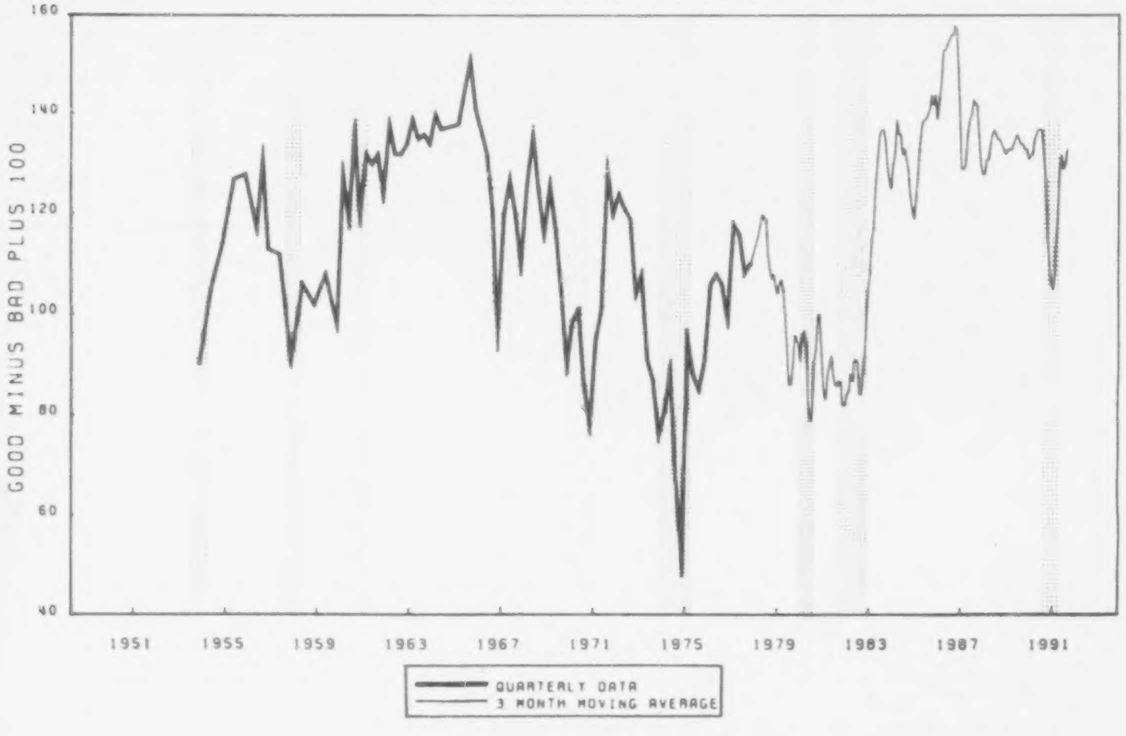


TABLE 25

BUYING CONDITIONS FOR CARS

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY	57%	59%	50%	50%	47%	48%	53%	66%	63%	61%	61%	64%	64%
UNCERTAIN; DEPENDS	5	4	8	5	10	9	8	6	6	5	7	6	7
BAD TIME TO BUY	38	37	42	45	43	43	39	28	31	34	32	30	29
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	500	502	503	501	504	531	504	504	501	500	501	502	500

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

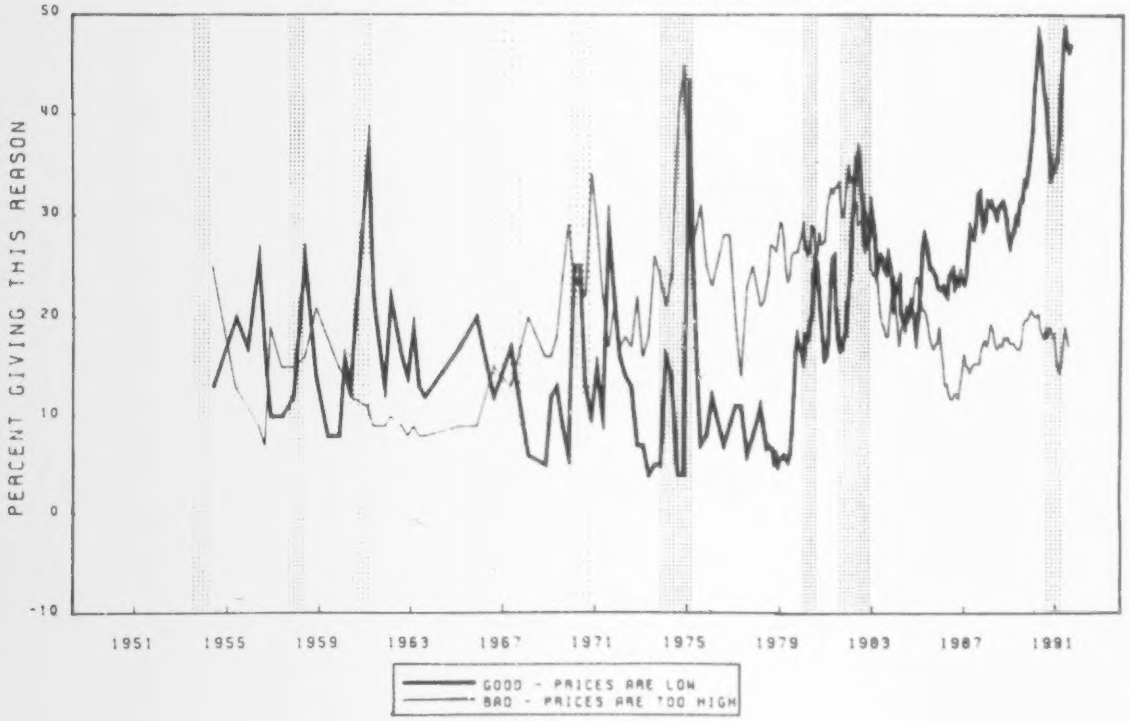


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

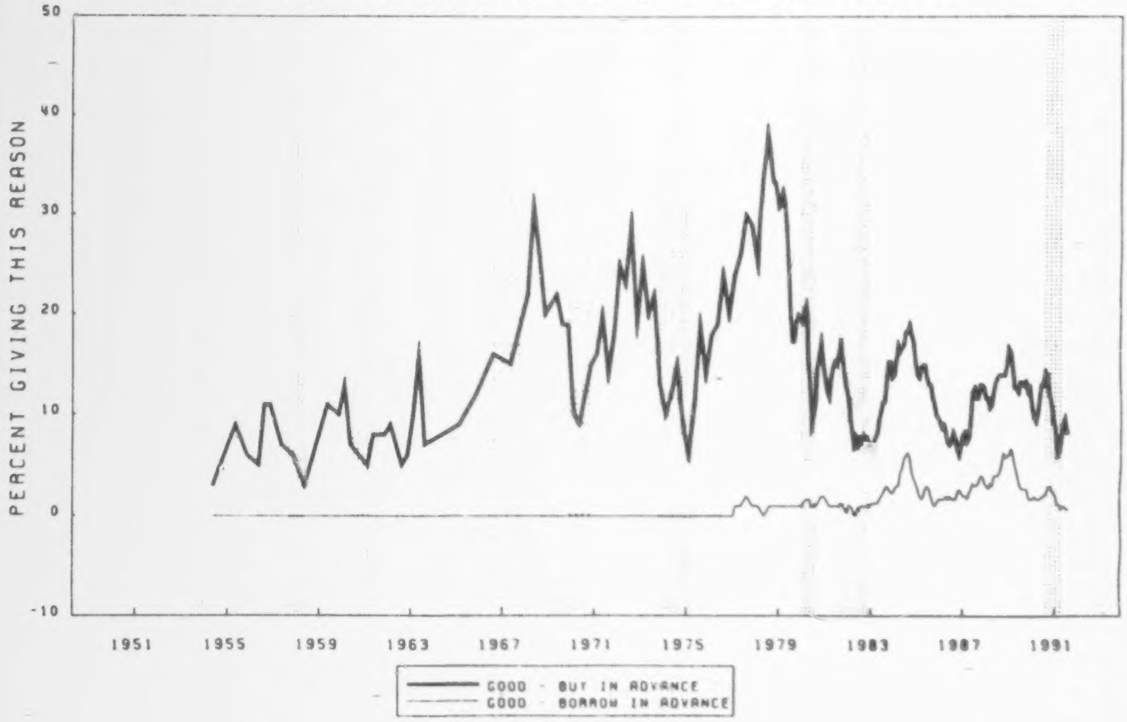


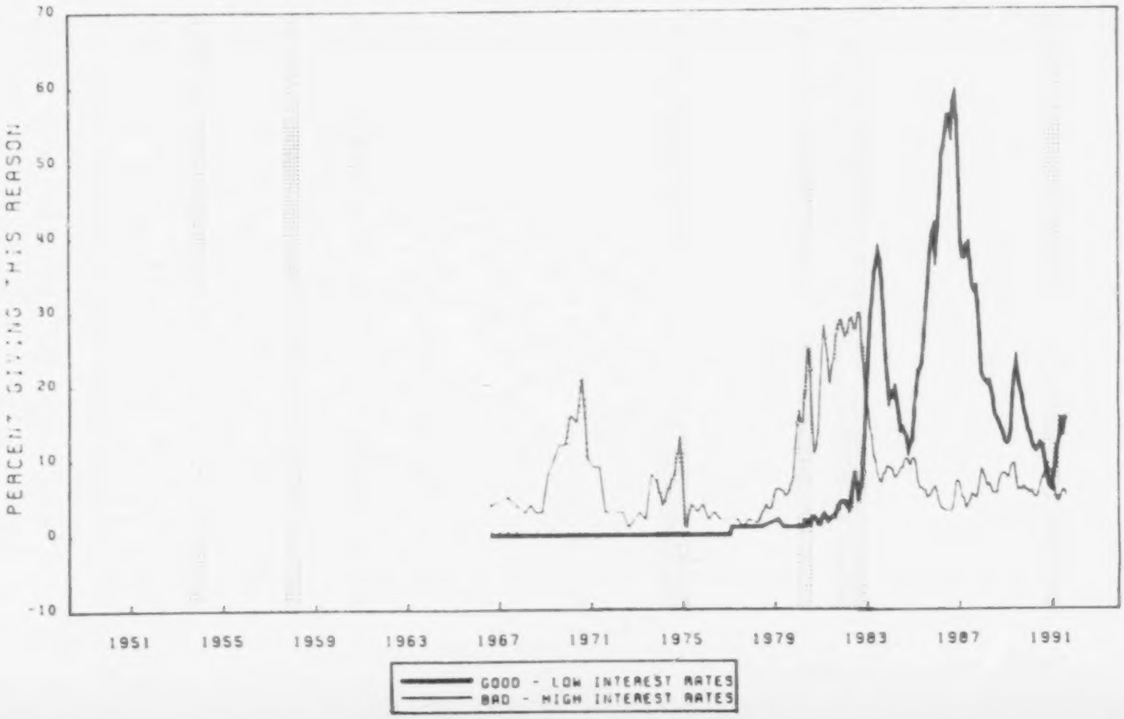
TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Aug. 1990	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	32%	34%	35%	34%	36%	36%	43%	48%	51%	46%	43%	50%	48%
Prices won't come down; are going higher	16	13	8	13	7	7	4	8	11	8	10	7	8
Interest rates are low	9	9	5	5	8	9	10	16	12	16	13	17	16
Borrow-in-advance of rising interest rates	3	3	3	2	2	2	*	1	1	1	1	*	1
Times are good; prosperity	1	1	1	1	1	2	1	2	1	1	1	2	1
New fuel efficient models	1	4	2	1	1	1	1	1	*	1	*	*	*
BAD TIME TO BUY:													
Prices are high	21	17	19	19	17	15	14	14	18	19	20	15	16
Interest rates are high; credit is tight	9	7	8	10	7	6	4	3	6	6	5	6	4
Times are bad; can't afford to buy	3	4	8	6	7	11	11	9	11	10	9	6	9
Bad times ahead; uncertain future	6	5	10	10	13	12	10	4	4	4	5	7	5
Price of gas; shortages	5	10	12	7	7	5	5	1	*	*	*	1	*
Poor selection; quality	3	3	4	4	2	2	3	3	2	2	2	1	2

Responses to the query: "Why do you say so?" following the question on Table 25.
+: May add to more than 100% due to multiple mentions. *: Less than half of one percent.

CHART 26C HISTORICAL SERIES

REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

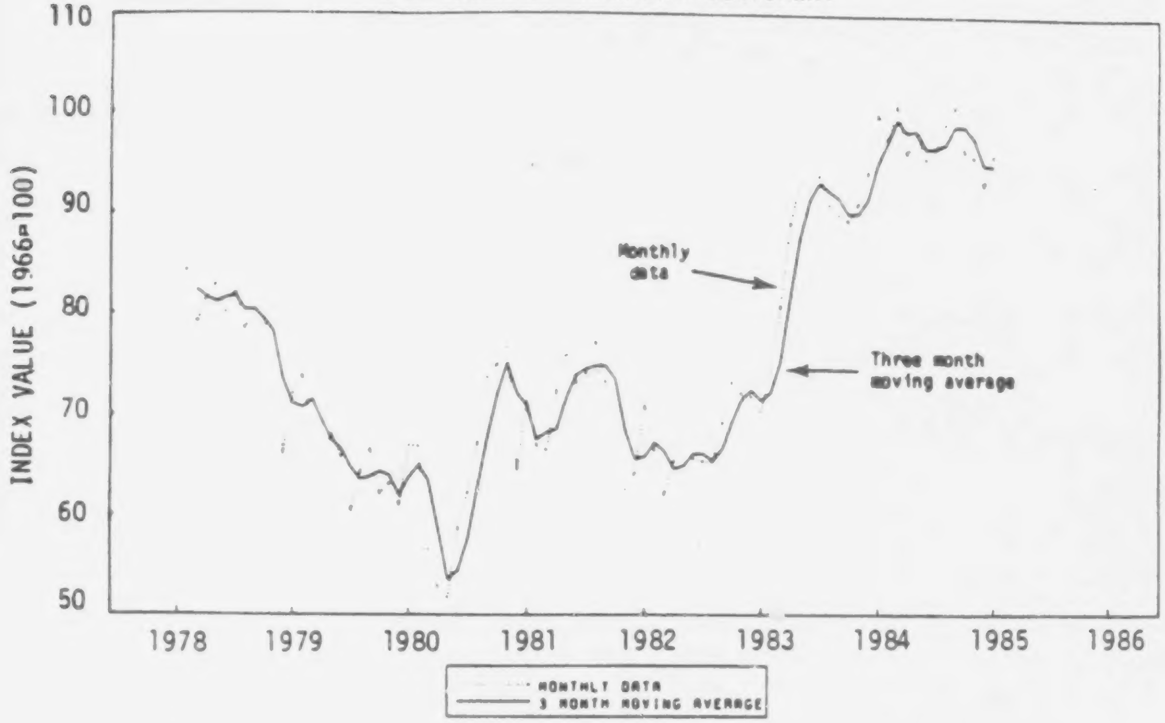
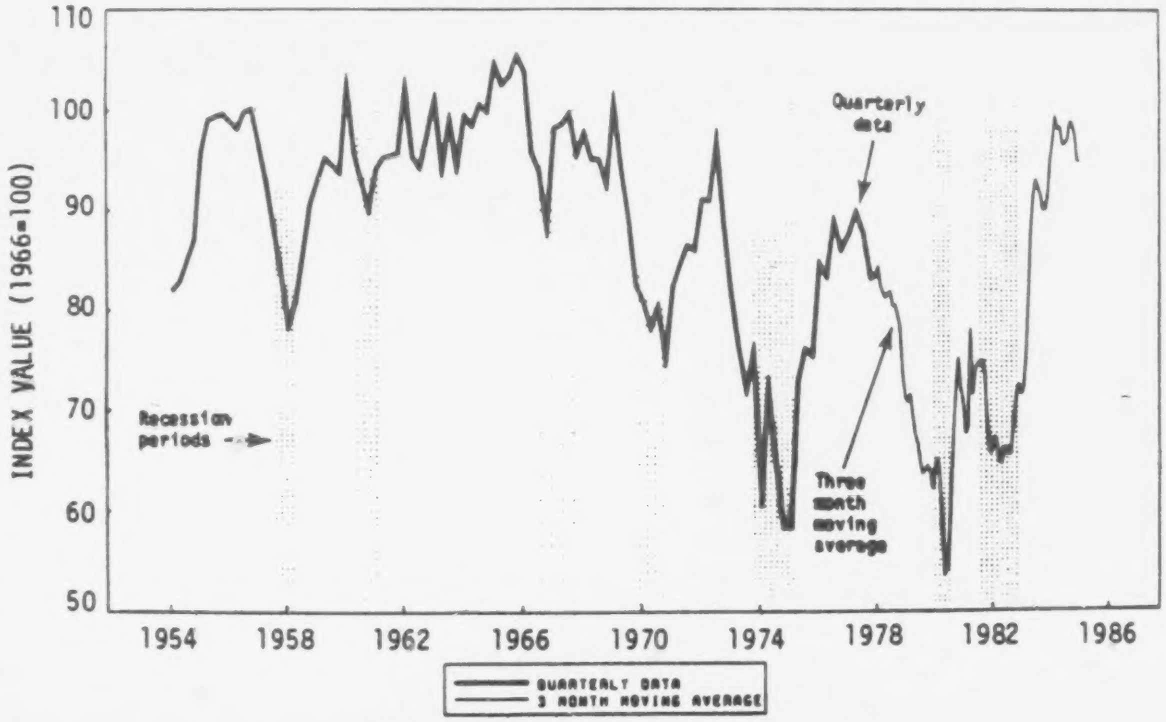


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA: Data collected by surveys conducted at three month intervals before 1978.

MONTHLY DATA: Data collected by surveys conducted each month since January of 1978.

THREE-MONTH MOVING AVERAGE: Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November 1948 - October 1949
July 1953 - May 1954
August 1957 - April 1958
April 1960 - February 1961
June 1966 - November 1967*
December 1969 - November 1970
November 1973 - March 1975
January 1980 - July 1980
July 1981 - November 1982
August 1990 -

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD: Reduction in the national output of goods and services, generally lasting at least two quarters

*GROWTH RECESSION: Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

---

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.

u74175-2

September 1991 Monthly Survey

October 15, 1991

Surveys of Consumers

Richard T. Curtin, *Director*

CONSUMER SENTIMENT STALLED

Sideward Drift in Sentiment

The Index of Consumer Sentiment was 83.0 in the September 1991 survey, insignificantly above 82.0 recorded one month earlier. Overall, consumer confidence has remained virtually unchanged in the June to September surveys, with the Index remaining in the narrow one Index-point range between 82.0 and 83.0.

The sideward drift in sentiment indicates that consumers have neither tilted toward the view that the recovery has been derailed, nor toward the view that the pace of expansion would soon accelerate. The loss in upward momentum, however, does mean that the current sluggish rate of growth in consumer spending will extend into the months ahead.

The trends recorded prior to the start of past recoveries have also shown a similar lull following the initial improvement in confidence. The initial increase in optimism occurs in advance of tangible gains in the economy. The pause reflects the lag between those prior gains and their subsequent confirmation by actual improvements in the economy. As the recovery gets underway, the initial gains are confirmed, and that confirmation then promotes further improvements.

If the early stages of a recovery are vigorous, the rapid and widespread improvements in the economy quickly reinforce and accelerate the trend toward optimism. In contrast, a sluggish start to the recovery acts to delay and diminish the reinforcement needed to promote further gains. Without confirmation, the trend toward improvement stalls. Slowly improving economic conditions may well cause attitude trends to languish, but sluggish growth does not in itself provide the basis for a sustained and cumulative reversal. Small monthly variations in confidence can be expected in such a sluggish growth environment. A reversal in trend, however, would require a more fundamental change in expectations, as well as confirmation by actual and sustained declines in the economy.

At present, the current lull in sentiment reflects the realignment of the earlier surge in optimism with the now widespread recognition that the recovery will be slow. The continued maintenance of consumer confidence at its currently improved level will provide the foundation on which small gains in consumer spending will be built in the year ahead.

Ability to buy, rather than willingness, remains the most important constraint. Moreover, stubbornly high interest rates on vehicle loans and credit card purchases, as well as less aggressive price discounting, have diminished the ability of consumers to make purchases.

Lower interest rates on consumer loans represent the best antidote for a more vigorous spending outlook. Manufacturers and retailers may be willing to accept lower volumes to protect profit margins by resisting early discounting during this Christmas season. They will, however, confront consumers that are ready and willing to delay purchases in the absence of those discounts. Early recognition that consumers will present an irresistible demand for discounting will bolster sales prospects.

Surveys of Consumers • P.O. Box 1248 • Ann Arbor, Michigan 48106-1248 • (313) 763-5224 • FAX (313) 764-3488

Personal Financial Situation: Lagging Incomes, Diminished Prospects

Consumers' assessments of their financial situation have remained largely unchanged during the past several months. From June to September, the proportion of families that reported improved finances has remained in the narrow range of 35 to 37 percent, while reports of a worsening financial situation have ranged between 31 and 33 percent. These readings represent only a slight gain above the recession lows. Indeed, of all the various attitude measures, consumers' assessments of their current financial situation have shown the least improvement.

Reports of income declines, already at high levels by the start of the year, have inched upward, with nearly one-in-four households reporting income declines in the September 1991 survey. Falling inflation rates have diminished but not reversed the negative impact of lagging incomes on consumers' financial situations.

When asked about their financial prospects for the year ahead, the proportion of families that expected to be better off financially fell to 32 percent in the September 1991 survey, from 37 percent in August, falling to the lowest level recorded since the start of 1991. Although fewer households expected their financial situation to improve in September, more families did not expect to be worse off. Rather, the shift was toward the view that their financial situation would remain the same considering changes in both incomes and prices--expected by 55 percent in September, up from 48 percent in August.

Stalled Recovery

Following the Spring 1991 improvements in consumers' assessments of conditions in the national economy, no further changes were recorded during the Summer months. When asked to assess current conditions in the national economy, consumers' assessments in September were nearly identical with the June readings. By a margin of two-to-one, consumers still thought the economy was in recession in the September survey (62 versus 27 percent).

To be sure, prospects for the year ahead were much more positive than consumers' assessments of current economic conditions, but the same pattern was shown: the trend toward improvement had stalled by the June survey. Among all consumers in the September 1991 survey, twice as many expected the economy to improve rather than worsen during the year ahead (31 versus 15 percent).

The stalled trend toward improvement has left consumers evenly split on whether the expected progress in the economy would be sufficient to reestablish good times financially in the country as a whole during the year ahead. The lack of further improvement over the Summer months came following substantial gains, with the current outlook still much more favorable than a year ago, when bad rather than good times were expected by a margin of more than three-to-one.

Unemployment Rate Expected To Remain Unchanged

Unemployment expectations improved considerably in the first half of 1991, but have since then remained largely unchanged. The proportion of households that expected a rising unemployment rate fell from 62 percent in January 1991 to 36 percent by June. Three months later, in the September 1991 survey, the proportion that expected rising unemployment stood at 38 percent.

Importantly, the shift in opinions recorded earlier in the year was not accompanied by the expectation of falling unemployment rates, but rather by the expectation that the national unemployment rate would remain at its currently higher level--expected by 50 percent in September, up from 29 percent in January.

Inflation Expectations Fall to Four Year Low

The inflation rate expected during the year ahead fell to 3.7% in the September 1991 survey, just below the 3.8% recorded in July. The September reading was the lowest rate recorded during the past four years. Overall, 40 percent of all consumers expected an annual inflation rate of 2% or less during the year ahead, while just 15 percent expected inflation above 5%.

Interest Rate Declines Expected

Fewer consumers expected interest rate increases in the September 1991 survey than anytime during the past five years. Among all consumers in the September 1991 survey, 30 percent expected interest rate increases during the year ahead, down from 38 percent one month earlier and 63 percent one year earlier.

Vehicle Buying Attitudes Weaken

Vehicle buying attitudes worsened in September, reverting to their lowest level since the start of the year. Among all households, 58 percent reported favorable buying attitudes, down from 64 percent in August. The decline was due to fewer reports of available price discounts on new vehicles, as well as more complaints about rising vehicle prices.

The proportion of households that mentioned that they expected price discounts to be available during the year ahead fell to 39 percent in September, from 48 percent in August and the recent peak of 51 percent in April. At the same time, more families registered complaints about rising vehicle prices in the September 1991 survey than during the prior two years. Among all families, 23 percent thought prices were too high and thus a cause for postponement of purchases in the September 1991 survey, up from 16 percent in August.

Home Buying Attitudes Remain Positive

Favorable attitudes toward buying conditions for homes were held by 74 percent of all consumers in the September 1991 survey. Overall, home buying attitudes have remained largely unchanged since May. Over the past five months, the proportion holding favorable attitudes has remained in the narrow range of 72 to 74 percent.

Lower mortgage interest rates continue to provide the underlying support for these improved attitudes. In the September 1991 survey, 45 percent of all consumers cited the availability of lower mortgage rates, three times the proportion recorded one year ago.

Household Durables: Looking for Price Discounts

Favorable attitudes toward buying conditions for furniture, appliances, home electronics, and other large household durables were held by 65 percent of all households in the September survey.

The greater availability of price discounts on appliances, furniture, and home electronics improved those buying attitudes.

* * *

The September 1991 survey included 500 completed interviews conducted between September 3rd and September 30, 1991.

U7475-2A

Surveys of Consumers

SURVEY RESEARCH CENTER • THE UNIVERSITY OF MICHIGAN

SURVEYS OF CONSUMERS

SEPTEMBER 1991

The September 1991 survey was the 278th in a series of Surveys of Consumers conducted by the Survey Research Center at The University of Michigan. Initiated in 1946, these periodic surveys provide regular assessments of consumer attitudes and expectations, and are used to evaluate economic trends and prospects. The surveys are designed to explore why changes in consumer attitudes and expectations occur, and how these changes influence consumer spending and saving decisions.

All surveys are subject to sampling error because not all members of the population are interviewed. Most results for the total sample will differ by no more than 5 percentage points in either direction from what would have been obtained by using the same methods on the entire population. See the back of this book for sampling error information.

While every effort is made to accurately measure consumer attitudes and expectations, factors other than sampling may also affect the accuracy of these (and other) findings. These factors may include effects of the question wording, the ability of respondents to articulate answers and opinions, refusal to participate in the survey, and incomplete coverage of the population. There are no standard measures of these effects, but their presence should be acknowledged when using these and all other survey data. While measurement effects are present in all surveys, a noted advantage of time-series data is that the non-sampling influences remain relatively constant across samples.

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CHART 1 - RECENT CHANGES
THE INDEX OF CONSUMER SENTIMENT

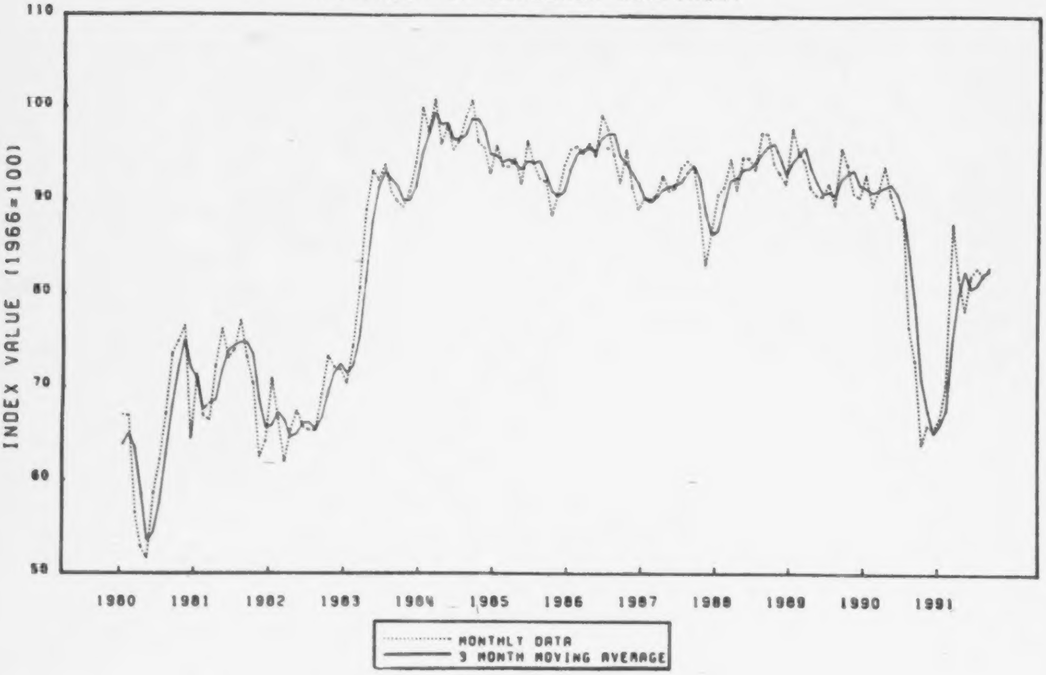


CHART 1 - HISTORICAL SERIES
THE INDEX OF CONSUMER SENTIMENT

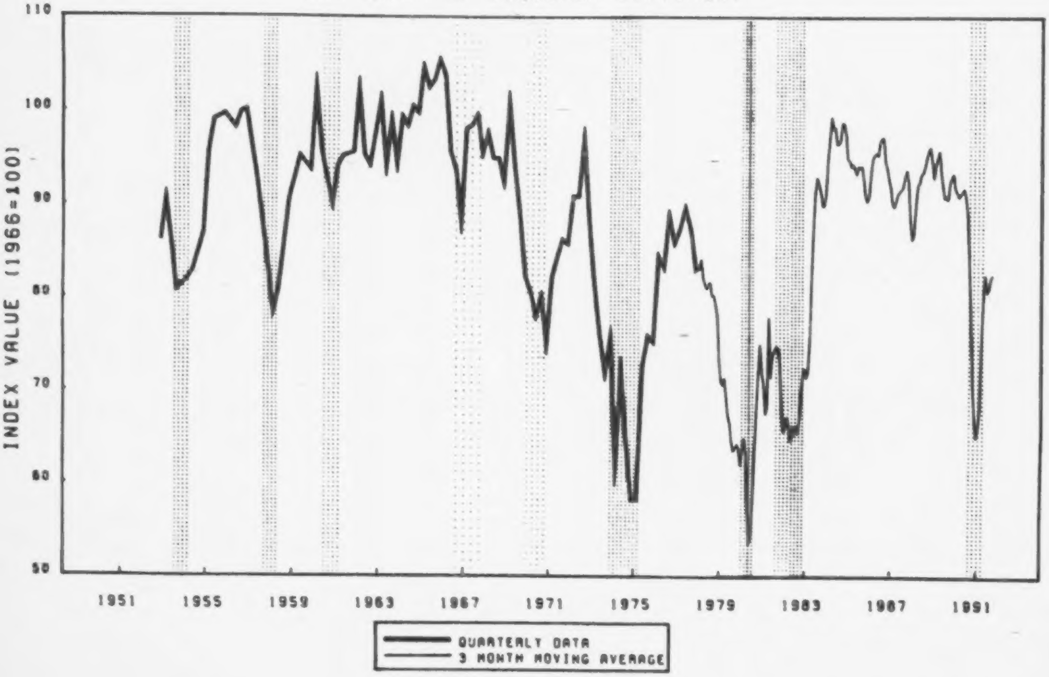


TABLE 1

THE INDEX OF CONSUMER SENTIMENT

DATE OF SURVEY		All families	Families with incomes over $30,000	Families with incomes over $40,000
September	1988	97.3	102.8	105.4
October	1988	94.1	103.0	103.7
November	1988	93.0	102.0	101.0
December	1988	91.9	97.0	99.5
January	1989	97.9	108.4	106.8
February	1989	95.4	104.6	109.6
March	1989	94.3	98.6	100.0
April	1989	91.5	99.1	99.8
May	1989	90.7	100.6	100.3
June	1989	90.6	95.2	95.4
July	1989	92.0	103.2	101.9
August	1989	89.6	93.5	93.1
September	1989	95.8	104.1	103.0
October	1989	93.9	100.2	103.6
November	1989	90.9	99.4	100.5
December	1989	90.5	100.0	104.1
January	1990	93.0	99.9	103.2
February	1990	89.5	93.9	91.8
March	1990	91.3	98.4	98.8
April	1990	93.9	99.8	103.3
May	1990	90.6	97.1	98.6
June	1990	88.3	97.9	99.1
July	1990	88.2	93.9	94.4
August	1990	76.4	80.1	78.9
September	1990	72.8	75.7	76.7
October	1990	63.9	69.4	72.4
November	1990	66.0	69.4	72.7
December	1990	65.5	68.7	68.1
January	1991	66.8	73.7	73.8
February	1991	70.4	73.9	73.2
March	1991	87.7	94.5	95.3
April	1991	81.8	91.0	91.0
May	1991	78.3	84.3	86.7
June	1991	82.1	88.1	87.2
July	1991	82.9	90.1	91.5
August	1991	82.0	88.6	89.6
September	1991	83.0	89.0	89.0

CHART 2A - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN REGION SUBGROUPS

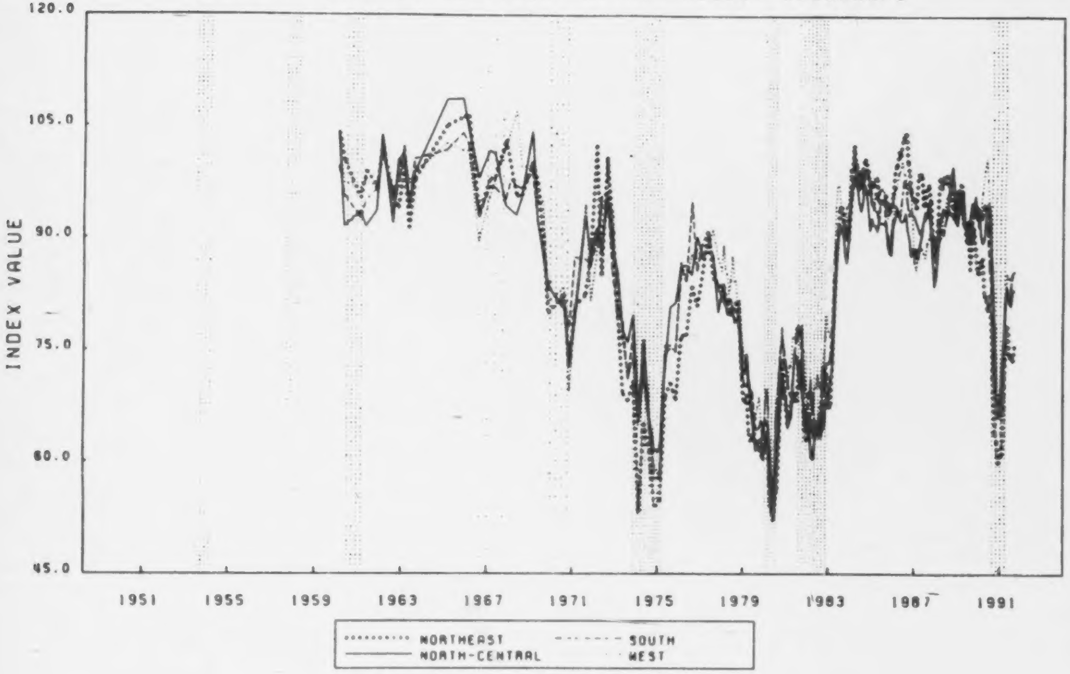


CHART 2B - HISTORICAL SERIES
INDEX OF CONSUMER SENTIMENT WITHIN AGE SUBGROUPS

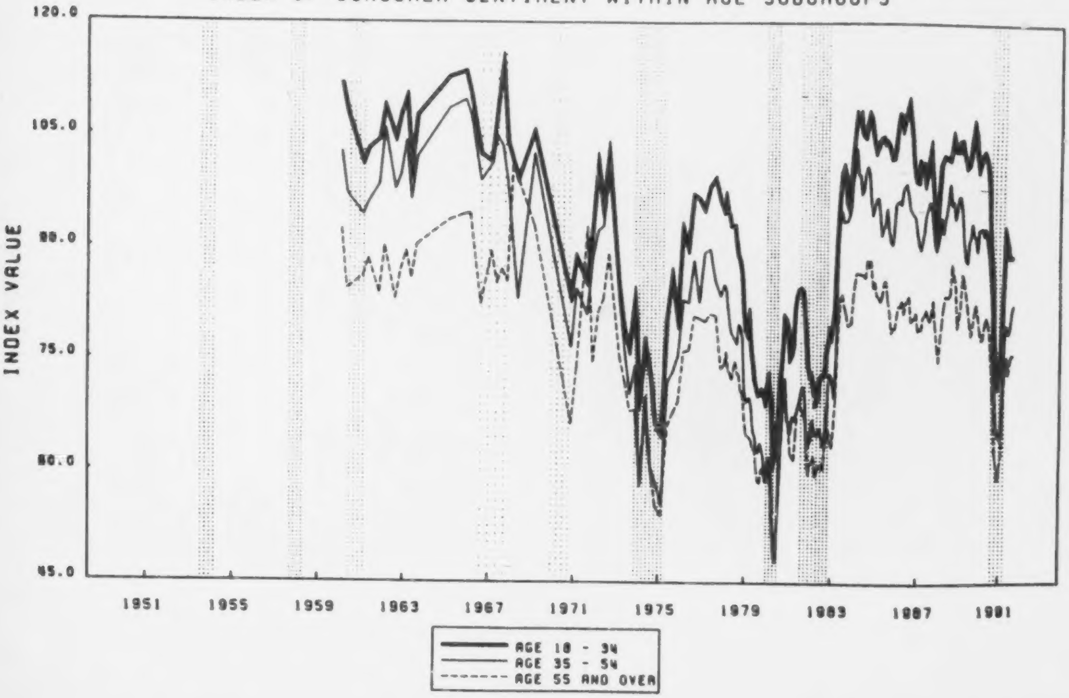


TABLE 2

INDEX OF CONSUMER SENTIMENT WITHIN REGION AND AGE SUBGROUPS

	CENSUS REGION				AGE OF RESPONDENT		
DATE OF SURVEY	North East	North Central	South	West	18-34	35-54	55+
September 1988	95.2	101.9	93.3	97.6	106.1	93.3	91.4
October 1988	91.8	96.1	92.9	96.6	105.8	94.6	82.0
November 1988	95.8	90.6	90.5	98.9	100.4	94.3	82.2
December 1988	90.8	90.2	96.1	88.0	103.7	97.1	73.9
January 1989	96.9	94.2	99.9	102.2	105.8	100.3	86.7
February 1989	103.5	99.2	88.8	93.6	104.3	94.2	86.7
March 1989	91.5	95.8	96.1	92.2	103.9	91.8	87.0
April 1989	83.9	94.6	93.4	90.3	101.0	87.5	83.8
May 1989	99.9	86.7	87.3	94.3	102.2	86.9	81.9
June 1989	84.7	91.2	94.4	89.8	100.0	90.4	81.1
July 1989	87.2	91.9	95.6	91.8	101.9	95.8	78.0
August 1989	85.2	93.6	85.0	95.7	105.7	88.9	76.1
September 1989	97.1	98.8	94.0	92.7	107.1	96.2	84.9
October 1989	92.1	89.6	99.5	92.6	107.3	90.5	83.9
November 1989	77.5	98.7	87.2	99.4	102.2	88.6	79.3
December 1989	87.1	89.2	93.5	90.7	99.3	90.3	80.4
January 1990	91.0	94.2	93.8	92.2	101.4	99.5	78.3
February 1990	82.0	88.2	91.5	95.1	104.9	88.2	74.7
March 1990	89.5	85.5	92.5	101.5	101.7	91.4	81.1
April 1990	75.9	95.6	100.1	101.1	102.8	96.0	83.6
May 1990	80.4	96.5	88.0	99.5	102.6	91.6	77.9
June 1990	84.6	92.1	85.5	92.3	99.5	85.8	79.2
July 1990	82.6	93.3	85.3	90.1	95.1	89.4	79.2
August 1990	67.2	78.0	78.7	80.1	83.9	80.4	64.5
September 1990	65.0	73.9	70.2	86.4	80.8	70.1	66.9
October 1990	59.8	63.6	64.5	67.6	72.1	64.4	56.3
November 1990	63.9	67.2	65.2	68.3	72.5	64.0	61.3
December 1990	55.6	69.4	68.4	64.7	71.8	66.0	59.4
January 1991	63.3	68.7	67.9	65.7	75.9	63.4	61.1
February 1991	64.2	75.7	70.8	70.9	74.9	69.6	65.7
March 1991	83.0	85.9	91.4	88.2	96.0	84.6	80.7
April 1991	78.8	85.2	79.7	83.5	91.1	81.3	74.1
May 1991	73.5	76.6	79.0	84.0	89.4	73.9	72.1
June 1991	69.9	82.5	85.9	86.6	92.1	80.8	73.4
July 1991	79.6	83.7	84.8	82.8	85.8	83.8	79.4
August 1991	71.1	83.4	85.1	86.4	89.4	80.4	74.8
September 1991	76.7	81.7	86.6	87.5	92.1	83.7	73.2

CHART 3 - RECENT CHANGES
CURRENT AND EXPECTED COMPONENTS

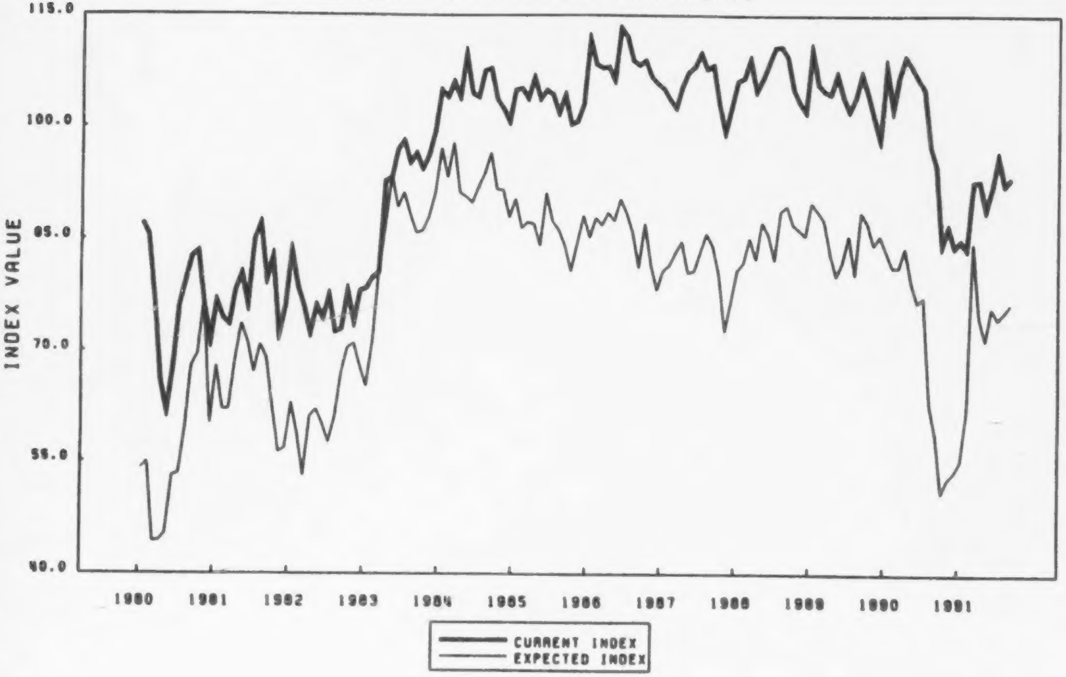


CHART 3 - HISTORICAL SERIES
CURRENT AND EXPECTED COMPONENTS

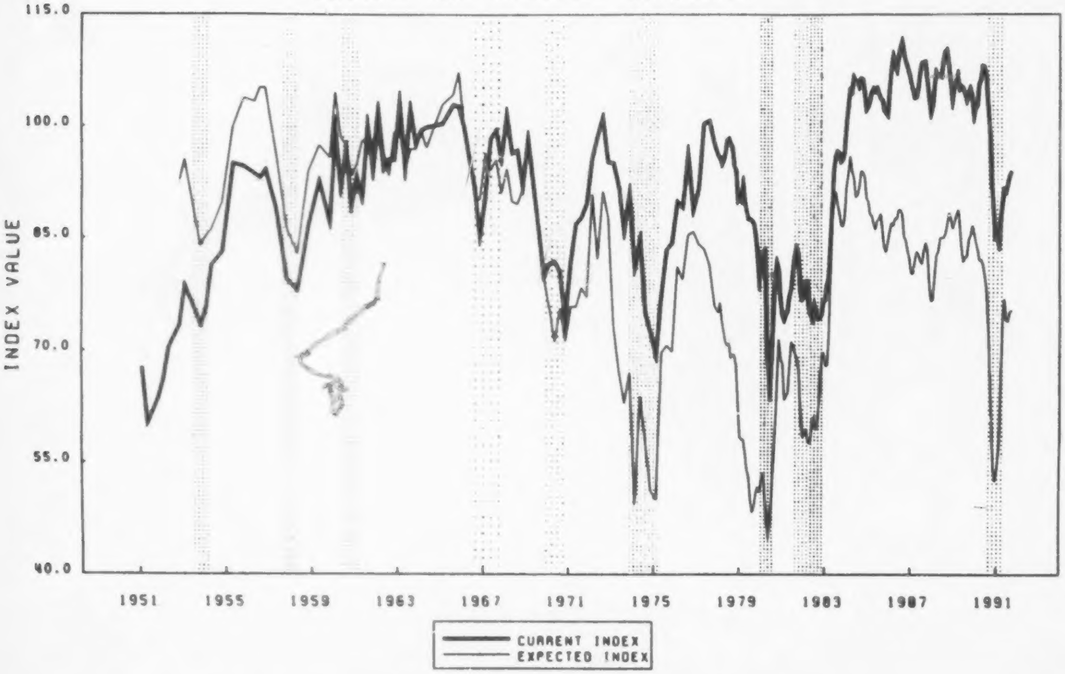


TABLE 3

COMPONENTS OF THE INDEX OF CONSUMER SENTIMENT

	INDEX COMPONENTS +						
	Personal finances		Business conditions				
	Current	Expected	12 months	5 years	Buying conds.	Current Index	Expected Index
DATE OF SURVEY	(1)	(2)	(3)	(4)	(5)	(1,5)	(2,3,4)
September 1988	127	133	125	102	157	109.4	89.5
October 1988	114	124	129	97	158	105.0	87.0
November 1988	112	128	122	97	156	103.3	86.3
December 1988	114	127	119	98	150	102.0	85.5
January 1989	121	131	128	103	165	110.3	89.9
February 1989	120	130	128	99	154	105.7	88.8
March 1989	116	131	123	98	156	104.8	87.6
April 1989	113	130	113	91	158	104.4	83.2
May 1989	121	125	107	89	157	107.1	80.1
June 1989	115	123	115	90	155	104.1	82.0
July 1989	112	123	124	96	152	102.1	85.5
August 1989	114	126	109	88	156	103.9	80.3
September 1989	117	129	127	101	161	107.1	88.6
October 1989	114	134	124	93	156	104.4	87.2
November 1989	116	130	116	92	146	101.2	84.3
December 1989	115	129	115	99	140	98.2	85.5
January 1990	116	124	119	92	164	108.0	83.4
February 1990	108	126	111	90	157	102.3	81.3
March 1990	117	125	108	93	160	106.9	81.3
April 1990	122	136	110	92	162	109.4	83.9
May 1990	119	126	110	83	161	108.1	79.3
June 1990	119	125	100	83	158	106.5	76.6
July 1990	115	127	98	84	158	105.1	77.3
August 1990	105	119	63	68	147	97.5	62.9
September 1990	106	112	53	68	139	94.7	58.8
October 1990	91	105	43	54	126	84.2	50.9
November 1990	97	112	41	56	127	86.7	52.8
December 1990	98	110	40	63	119	84.0	53.7
January 1991	104	118	46	55	115	84.9	55.2
February 1991	96	120	56	71	120	83.7	62.0
March 1991	102	126	113	100	137	92.7	84.5
April 1991	99	122	98	79	141	92.8	74.7
May 1991	102	124	85	78	128	89.0	71.5
June 1991	104	120	102	81	133	91.9	75.9
July 1991	103	119	99	80	145	96.1	74.4
August 1991	104	125	94	82	134	92.3	75.3
September 1991	104	122	99	86	137	93.2	76.4

(1) See Table 4 (2) See Table 6 (3) See Table 15 (4) See Table 16 (5) See Table 21

+ : Percent saying "GOOD TIMES" (or "BETTER"), minus percent saying "BAD TIMES" (or "WORSE"), plus 100.

CHART 4 - RECENT CHANGES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

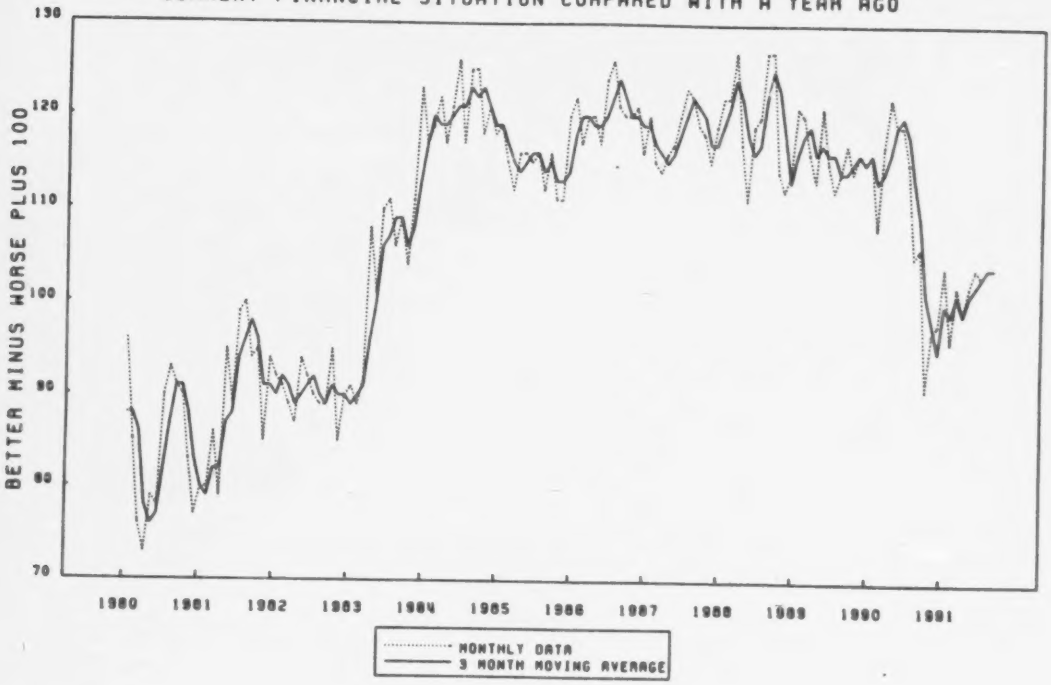


CHART 4 - HISTORICAL SERIES
CURRENT FINANCIAL SITUATION COMPARED WITH A YEAR AGO

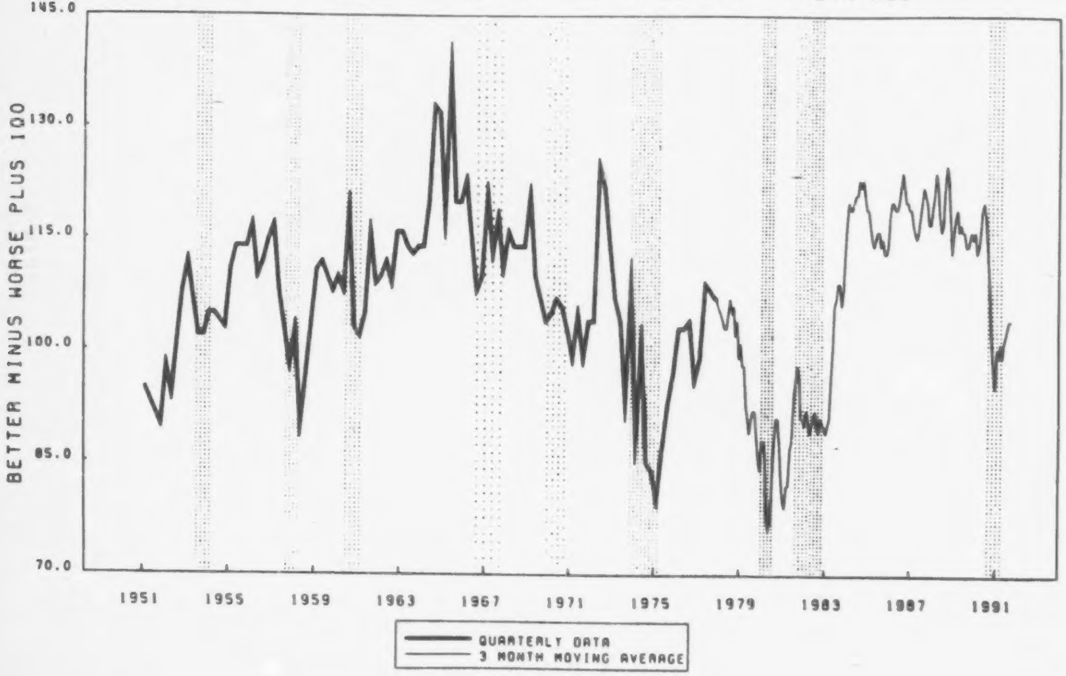


TABLE 4

CURRENT FINANCIAL SITUATION COMPARED TO A YEAR AGO

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
BETTER OFF	36%	30%	35%	33%	34%	32%	35%	34%	36%	35%	36%	37%	36%
SAME	34	31	27	32	35	32	31	30	30	33	31	30	32
WORSE OFF	30	39	38	35	30	36	33	35	34	31	33	33	32
DK,NA	*	*	*	*	1	*	1	1	*	1	*	*	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

* : Less than half of one percent.

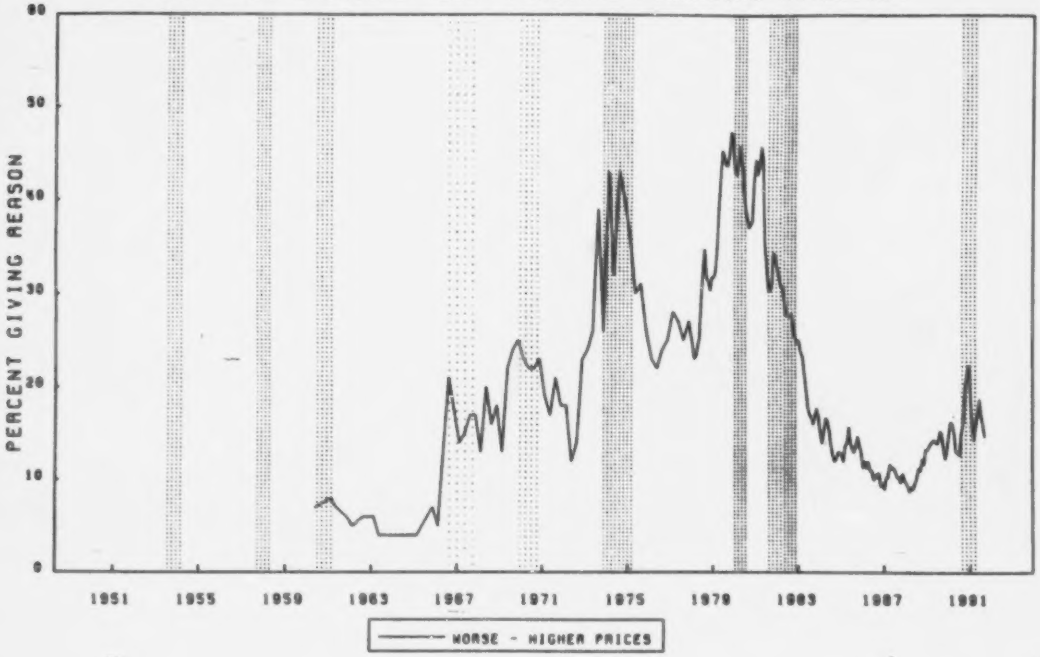


CHART 5A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

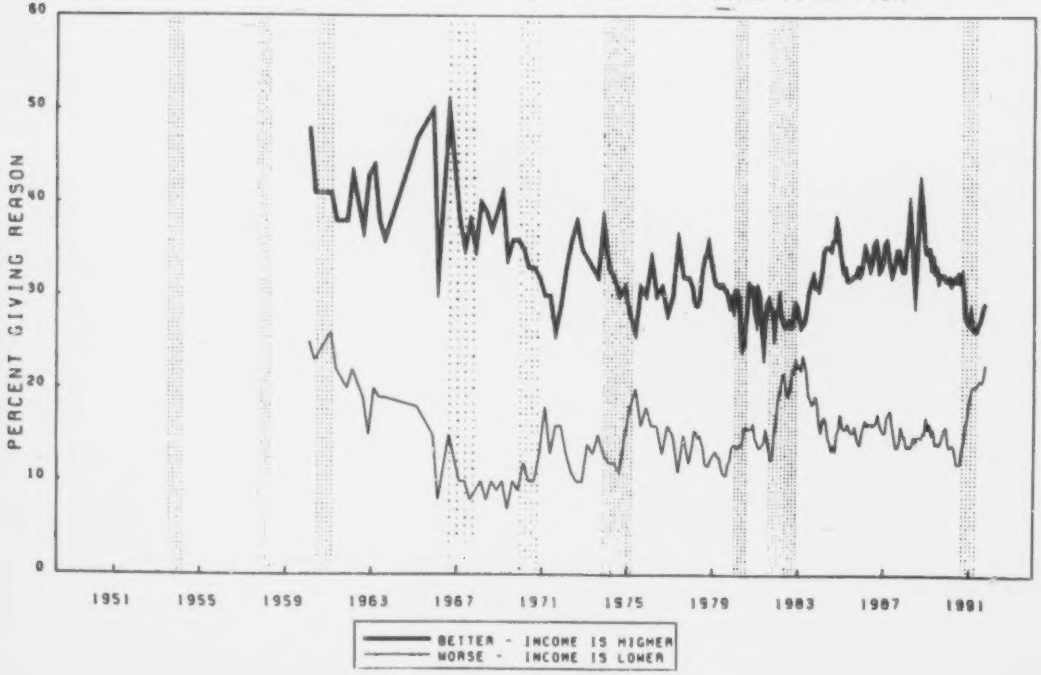


CHART 5B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION

TABLE 5

SELECTED REASONS FOR OPINIONS ABOUT PERSONAL FINANCIAL SITUATION +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
BETTER OFF THAN YEAR AGO:													
Income is higher	28%	24%	30%	27%	28%	25%	26%	28%	27%	27%	30%	30%	28%
WORSE OFF THAN YEAR AGO:													
Income is lower	13	19	19	18	22	21	18	22	22	19	21	24	23
Higher prices	18	24	23	20	14	15	14	18	19	19	13	16	15

Responses to the query: "Why do you say so?" following the question on Table 4.

+ : May add to more than 100% due to multiple mentions.

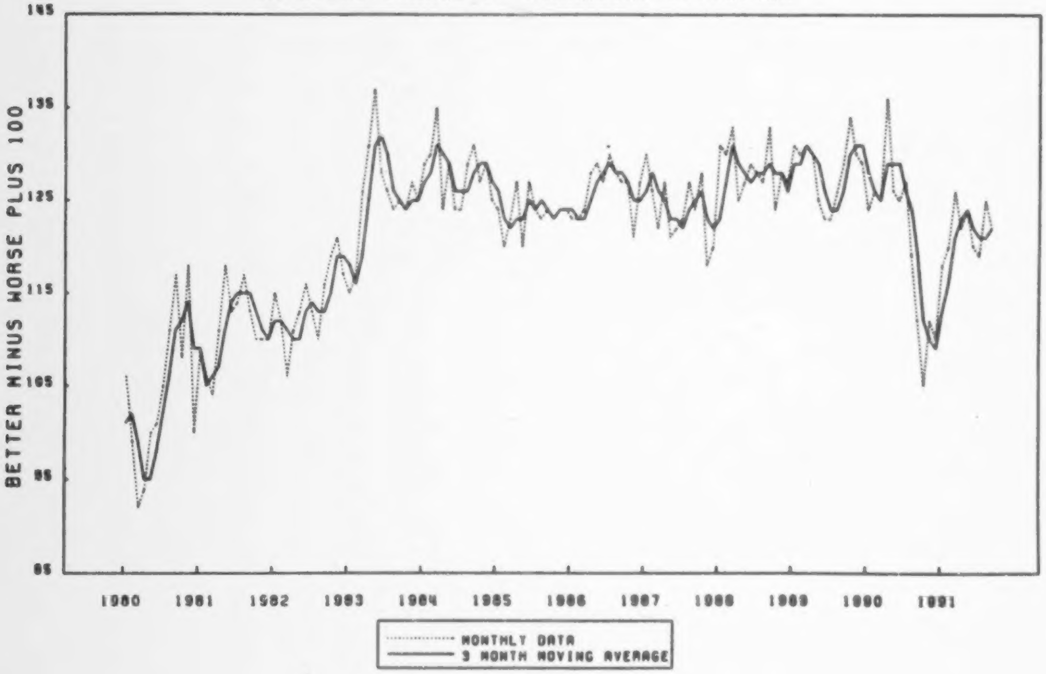


CHART 6 - RECENT CHANGES
EXPECTED CHANGE IN FINANCIAL SITUATION

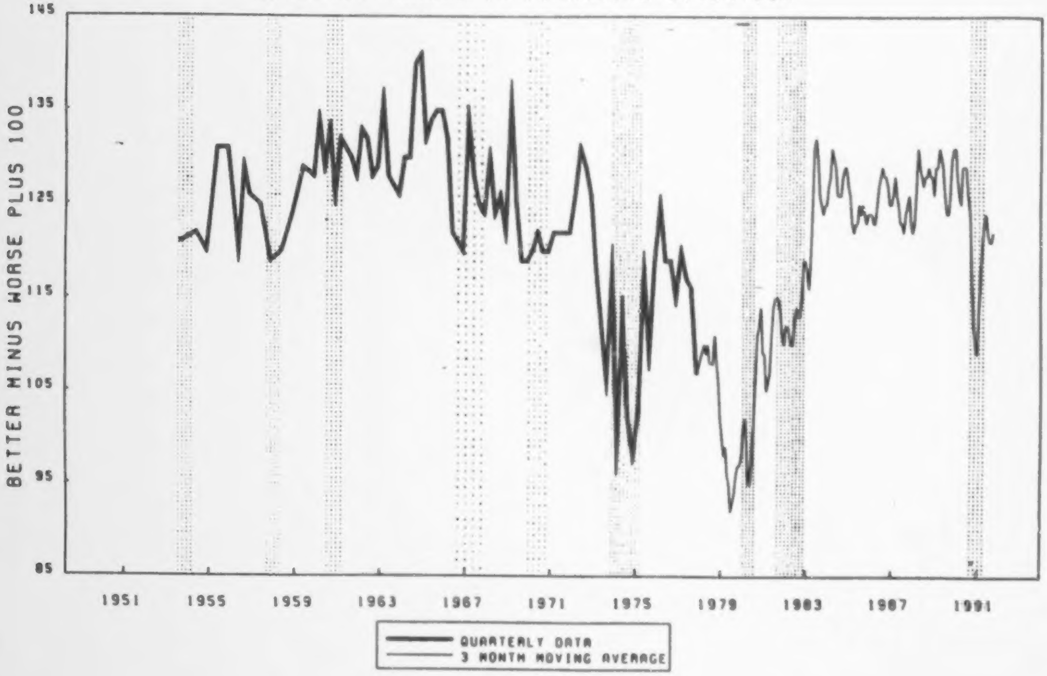


CHART 6 - HISTORICAL SERIES
EXPECTED CHANGE IN FINANCIAL SITUATION

TABLE 6

EXPECTED CHANGE IN FINANCIAL SITUATION

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
BETTER OFF	29%	29%	31%	26%	32%	32%	36%	34%	37%	33%	33%	37%	32%
SAME	52	44	46	54	51	53	50	51	46	50	48	48	55
WORSE OFF	17	24	19	16	14	12	10	12	13	13	14	12	10
DK,NA	2	3	4	4	3	3	4	3	4	4	5	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?"

CHART 7 - RECENT CHANGES
TREND IN PERSONAL FINANCIAL SITUATION

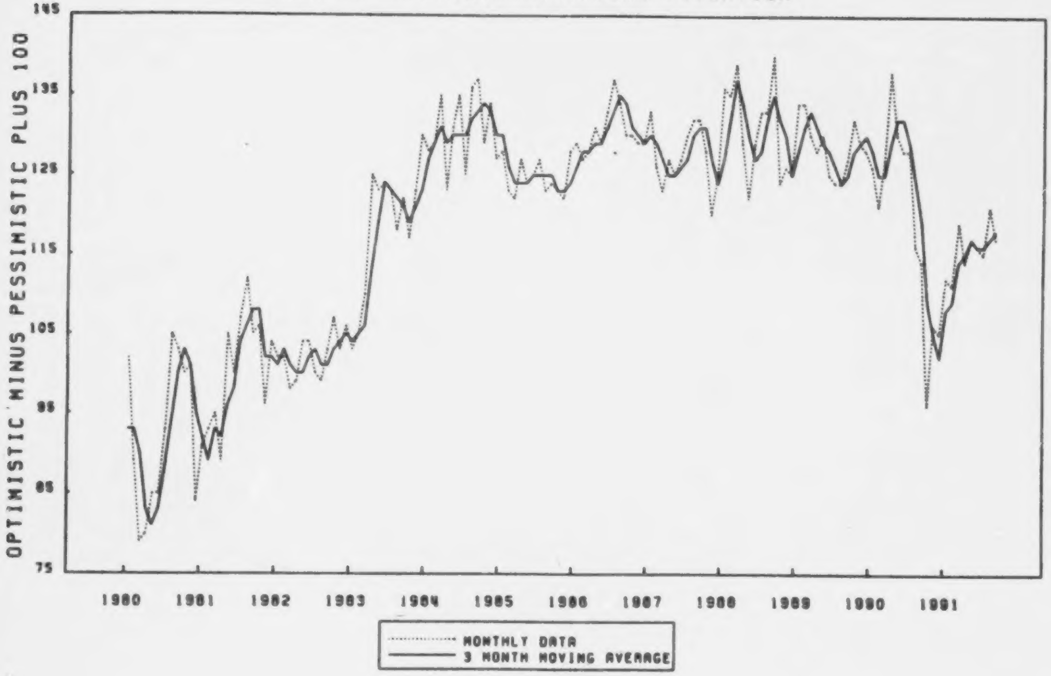


CHART 7 - HISTORICAL SERIES
TREND IN PERSONAL FINANCIAL SITUATION

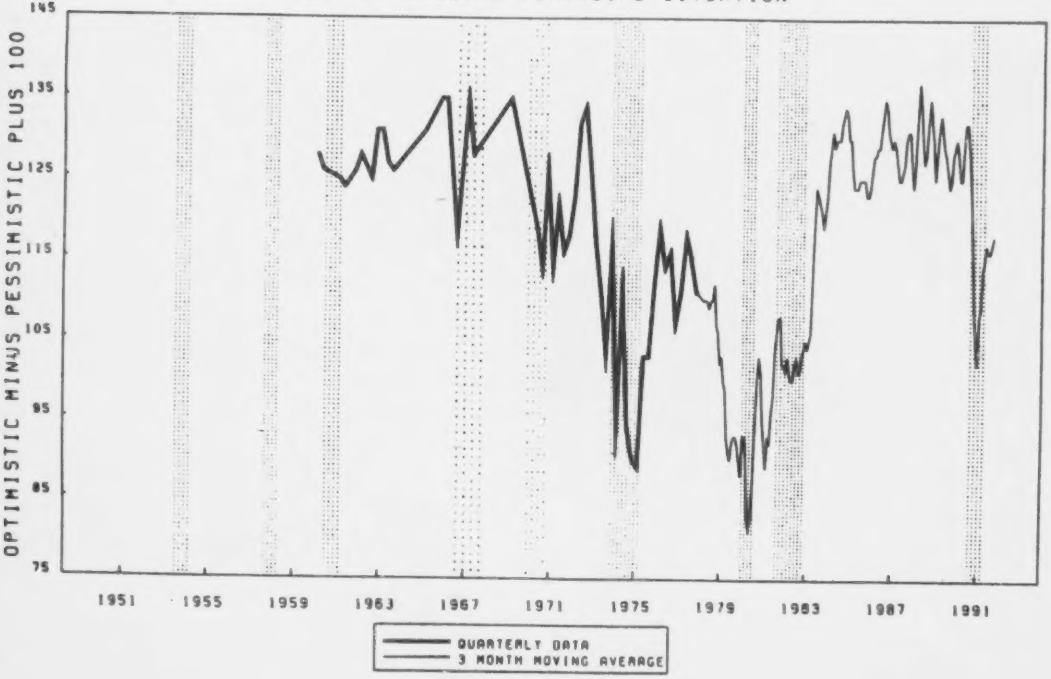


TABLE 7

TREND IN PERSONAL FINANCIAL SITUATION

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
PERSONAL FINANCIAL PROGRESS:													
Continuous increase (a)	14%	13%	15%	12%	16%	13%	16%	14%	18%	16%	17%	16%	13%
Intermittent increase(b)	26	20	23	24	22	25	24	27	24	25	23	27	28
Remain unchanged (c)	21	15	13	18	21	19	20	16	16	19	18	18	19
Intermittent decline (d)	17	25	23	22	20	20	16	21	18	18	19	16	20
Continuous decline (e)	9	12	9	9	6	7	5	6	7	7	6	6	4
Mixed change (f)	11	12	13	11	11	13	14	13	13	11	12	15	14
DK,NA	2	3	4	4	4	3	5	3	4	4	5	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

Combination of the responses to the questions on Tables 4 and 6.

Key: (a) Better off financially than a year ago/Better off a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 8 - RECENT CHANGES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

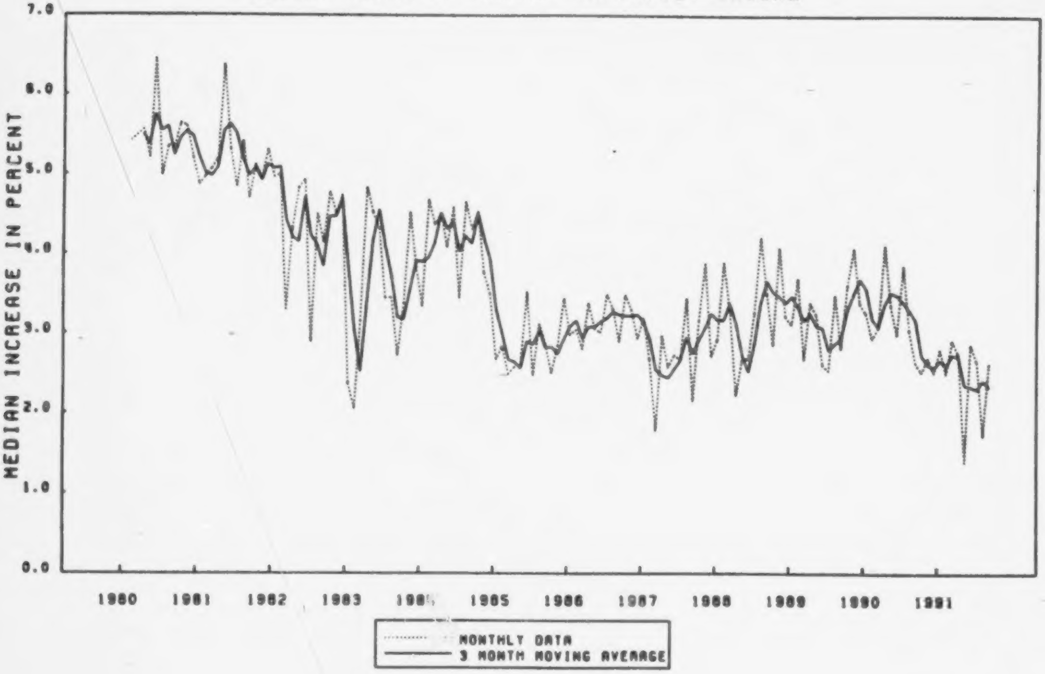


CHART 8 - HISTORICAL SERIES
MEDIAN EXPECTED CHANGE IN FAMILY INCOME

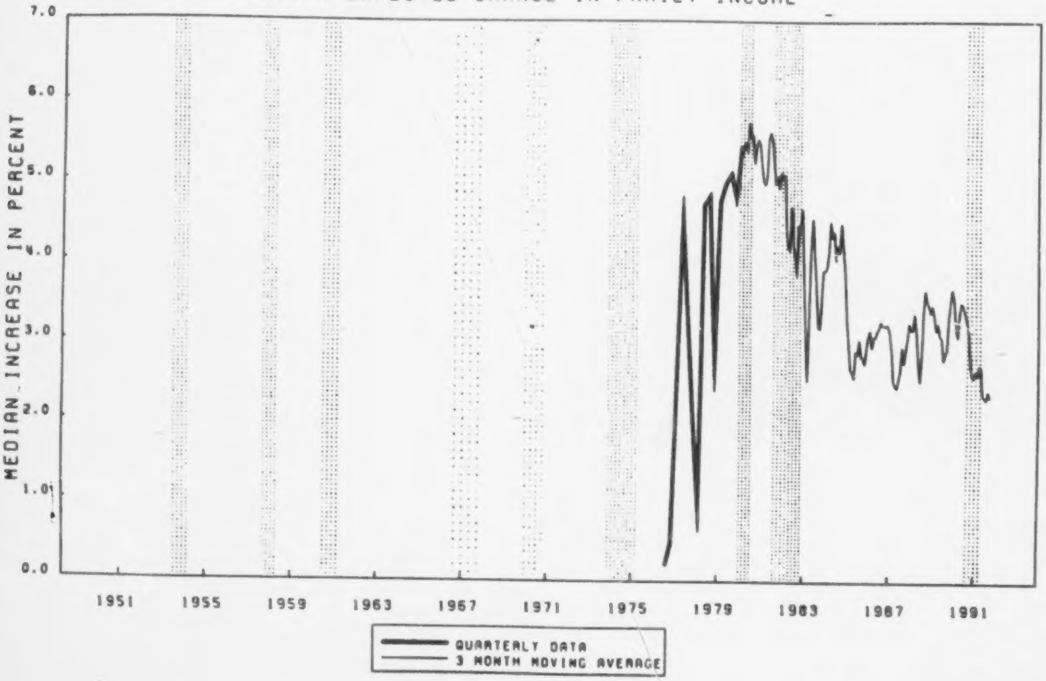


TABLE 8

EXPECTED FAMILY INCOME CHANGE DURING THE NEXT 12 MONTHS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
EXPECT INCREASE:													
1-4%	17%	14%	19%	17%	15%	19%	13%	16%	14%	15%	17%	18%	19%
5%	10	13	13	14	11	12	13	11	9	13	11	10	13
6-9%	8	5	4	5	7	6	7	6	6	4	6	6	6
10-24%	12	13	15	12	12	12	13	16	14	14	14	11	12
25% or more	6	6	5	6	8	6	7	5	7	7	6	6	7
DK how much up	4	5	3	4	5	4	5	4	4	4	2	5	5
EXPECT SAME	28	26	24	25	29	24	28	28	29	25	26	31	28
EXPECT DOWN	14	17	17	17	12	16	12	14	15	17	16	12	9
DK,NA	1	1	*	*	1	1	2	*	2	1	2	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The questions were: "During the next 12 months, do you expect your (family) income to be higher or lower than during the past year?" and "By about what percent do you expect your (family) income to increase during the next 12 months?"

* : Less than half of one percent.

CHART 9 - RECENT CHANGES
INCOME OR PRICES UP MORE NEXT YEAR

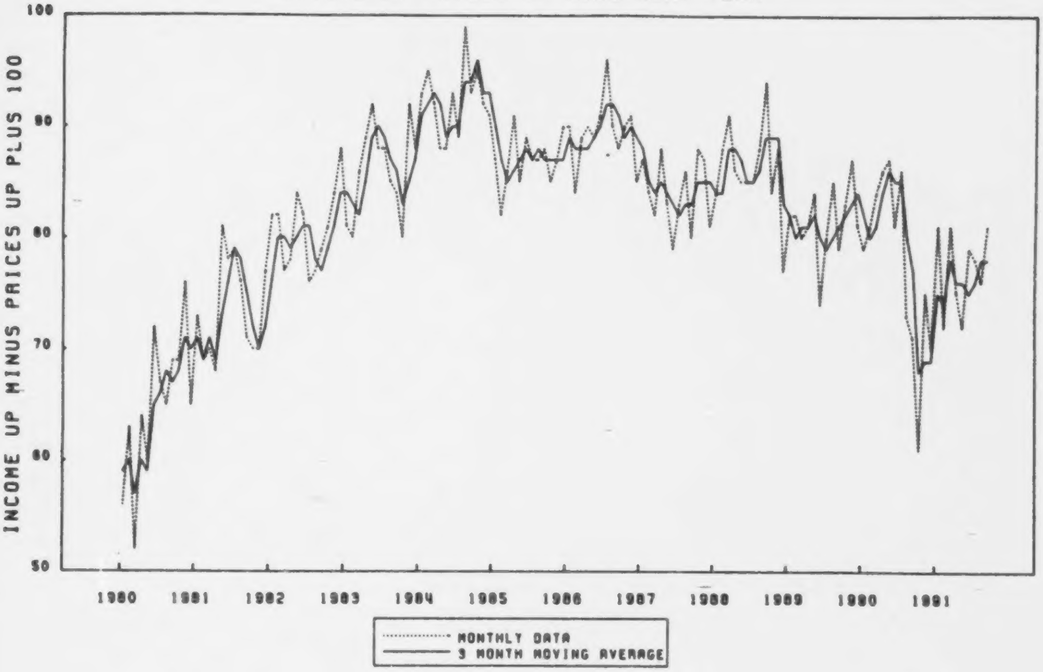


CHART 9 - HISTORICAL SERIES
INCOME OR PRICES UP MORE NEXT YEAR

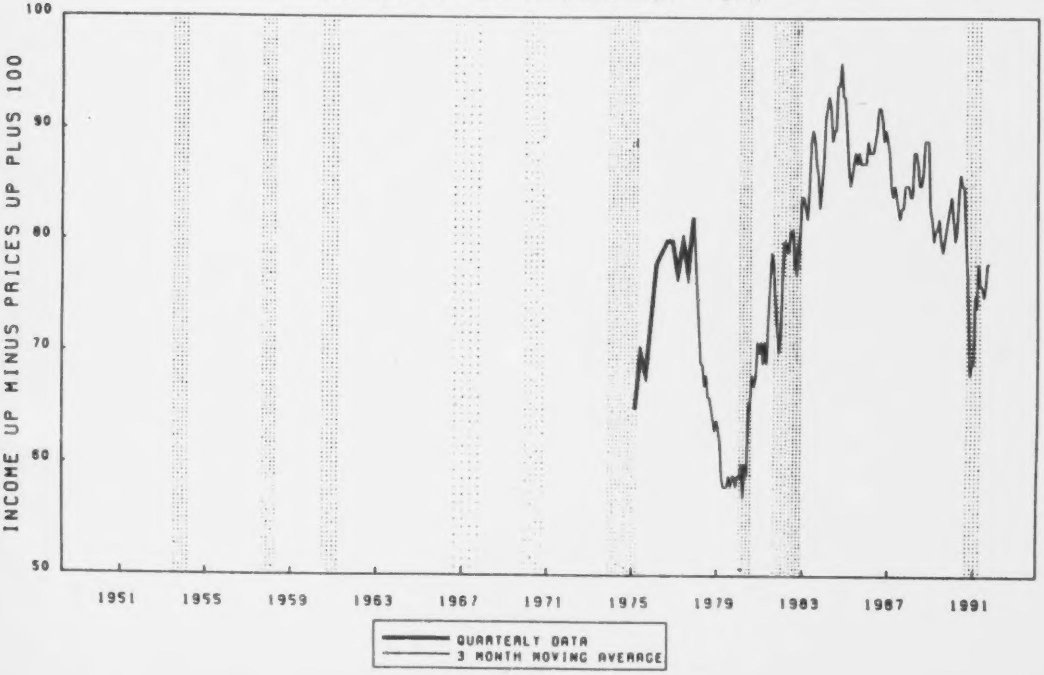


TABLE 9

EXPECTED CHANGE IN REAL FAMILY INCOME

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
INCOME UP MORE	14%	12%	16%	15%	18%	15%	18%	15%	17%	17%	17%	17%	17%
INCOME UP SAME	42	35	41	38	45	40	44	43	37	42	41	41	45
PRICES UP MORE	43	51	41	45	37	43	37	40	45	38	39	41	36
DK,NA	1	2	2	2	*	2	1	2	1	3	3	1	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "How about the next year or two--do you expect that your (family) income will go up more than prices will go up, about the same, or less than prices will go up?"

* : Less than half of one percent.

CHART 10 - RECENT CHANGES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

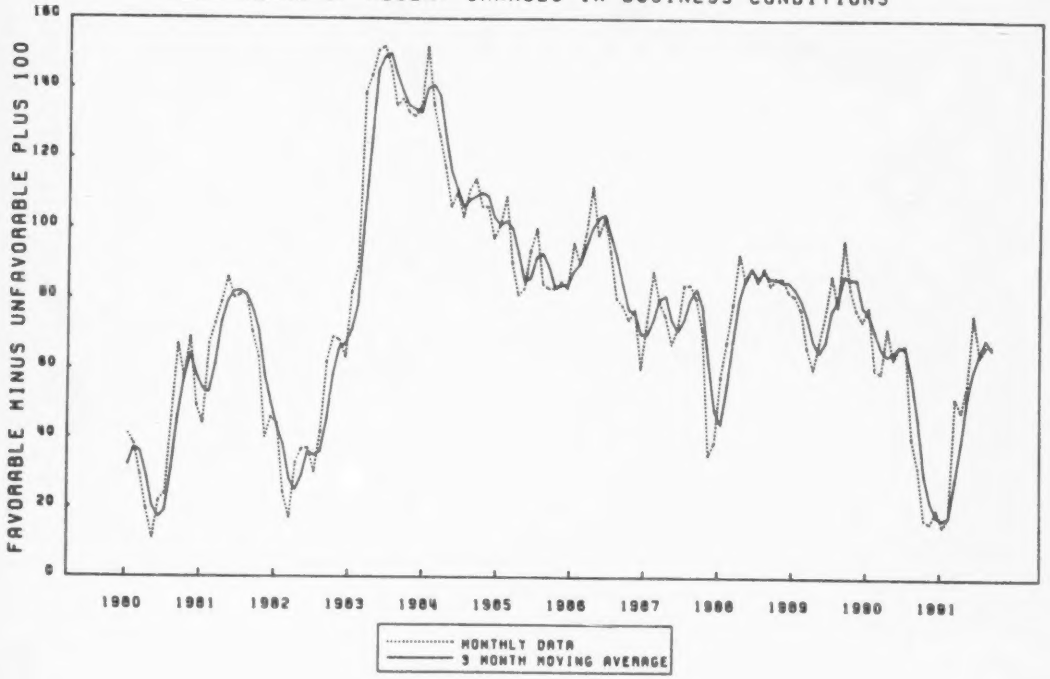


CHART 10 - HISTORICAL SERIES
NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

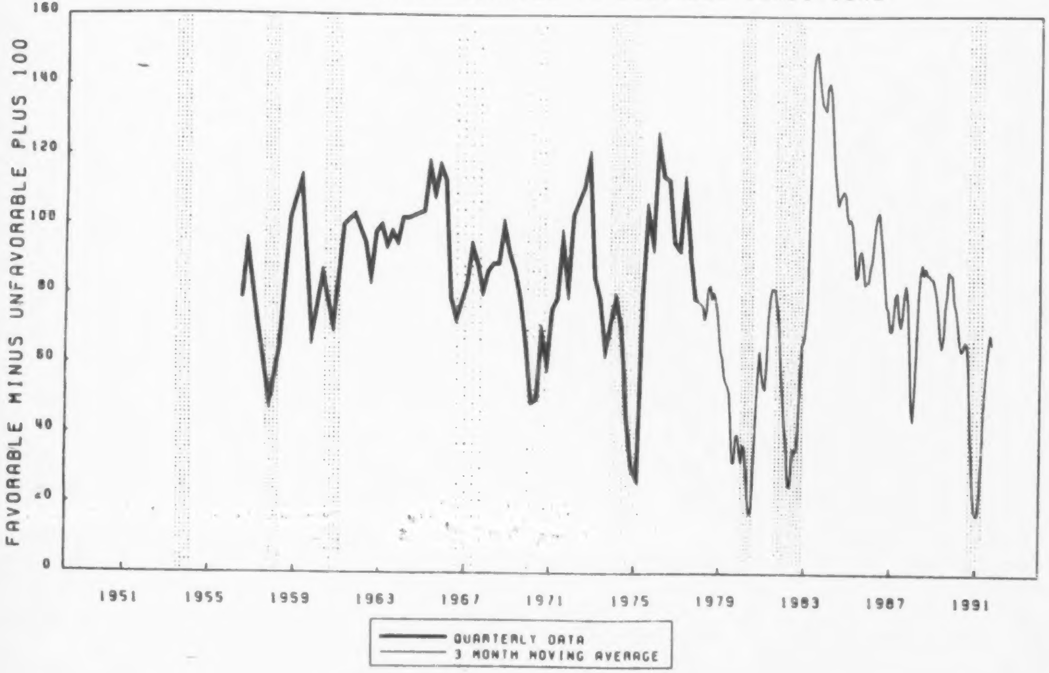


TABLE 10

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
FAVORABLE NEWS	10%	8%	8%	11%	9%	13%	27%	24%	27%	32%	31%	29%	27%
UNFAVORABLE NEWS	78	91	92	91	94	95	75	76	71	56	67	62	60
NO MENTIONS	44	35	37	33	32	31	35	35	37	42	36	37	43

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.

CHART 11A - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

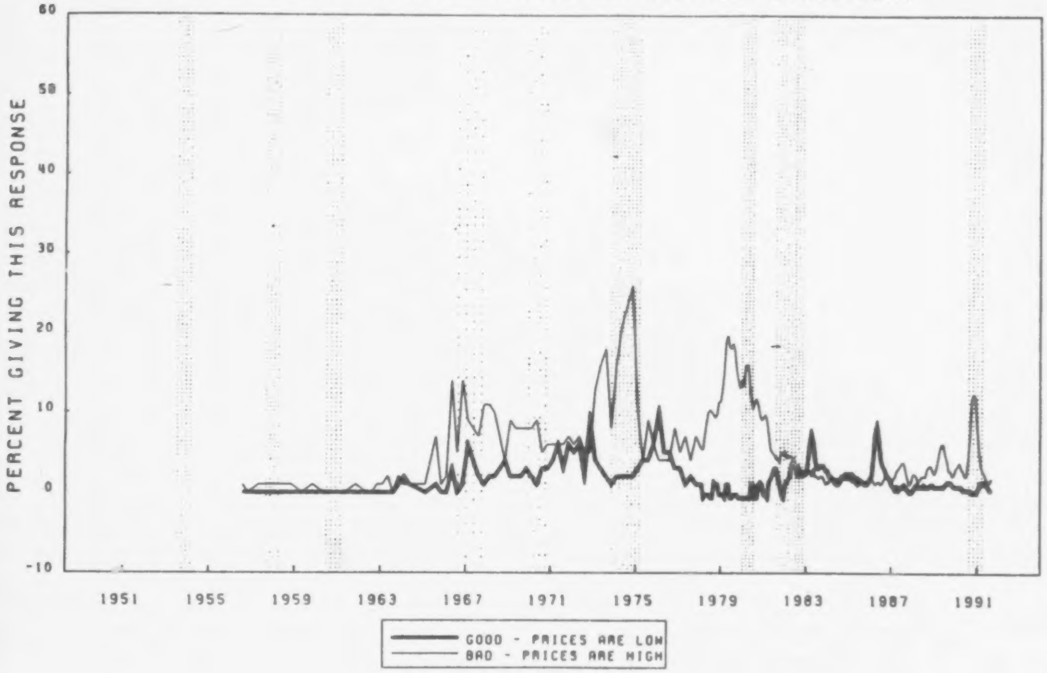


CHART 11B - HISTORICAL SERIES
TYPE OF NEWS HEARD ABOUT CHANGES IN BUSINESS CONDITIONS

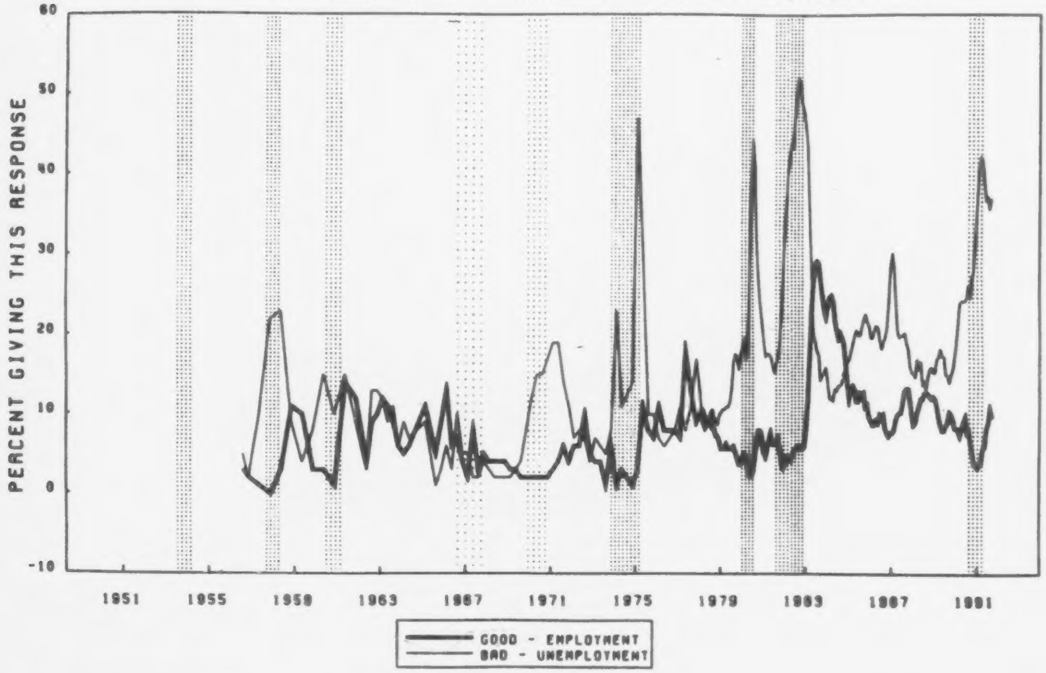


TABLE 11

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
FAVORABLE NEWS:													
Government; elections	2%	1%	1%	1%	2%	1%	3%	2%	2%	2%	2%	2%	3%
Employment	4	3	4	4	2	5	5	7	6	12	9	11	9
Higher consumer demand	1	1	*	1	*	*	1	1	1	1	3	2	2
Lower prices	*	*	*	*	1	1	2	1	1	1	*	*	1
Easier credit	*	*	1	1	3	2	6	3	6	2	3	2	5
Stock market	*	*	*	*	1	1	1	2	1	2	2	1	*
Trade deficit	*	*	*	*	*	*	1	*	*	1	*	1	1
UNFAVORABLE NEWS:													
Government; elections	17	16	17	10	15	11	5	6	4	6	6	7	5
Unemployment	22	31	31	33	43	46	38	41	39	30	43	34	34
Lower consumer demand	5	4	5	11	8	11	11	9	7	7	4	5	5
Higher prices	10	16	11	9	4	3	3	2	2	1	1	2	2
Tighter credit	3	2	2	2	1	1	2	1	1	1	1	1	1
Energy crisis	4	2	3	2	1	*	1	*	*	*	*	*	*
Stock market	3	5	5	*	3	2	1	1	1	*	*	1	1
Trade deficit	1	1	*	1	2	1	1	2	2	1	1	1	1

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

+ : May add to more than 100% due to multiple mentions.
* : Less than half of one percent.

CHART 12 - RECENT CHANGES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

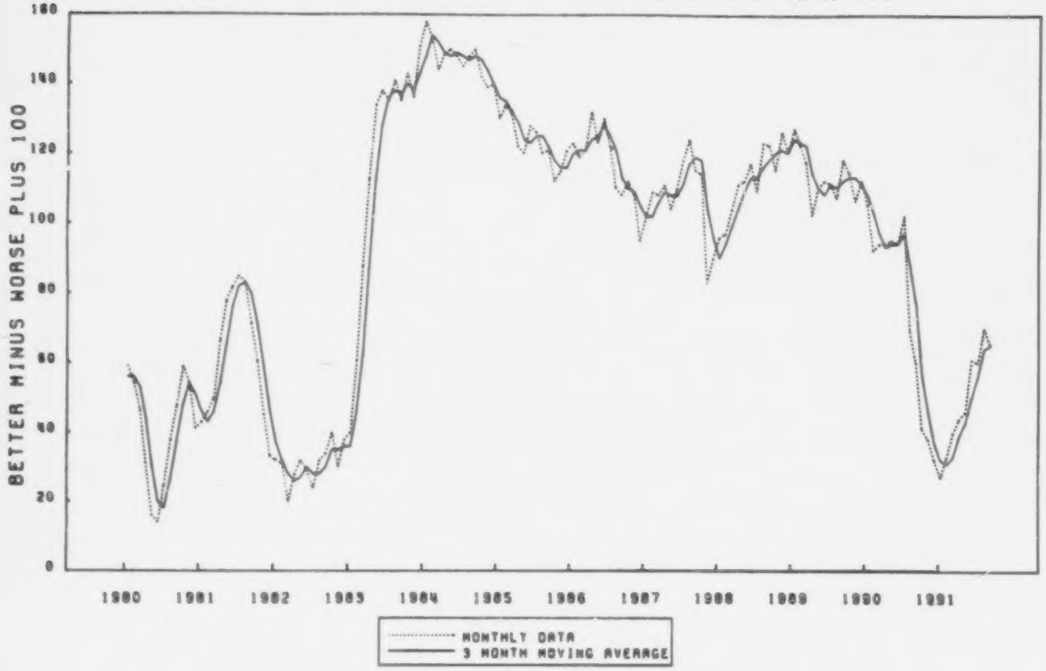


CHART 12 - HISTORICAL SERIES
CURRENT BUSINESS CONDITIONS COMPARED WITH A YEAR AGO

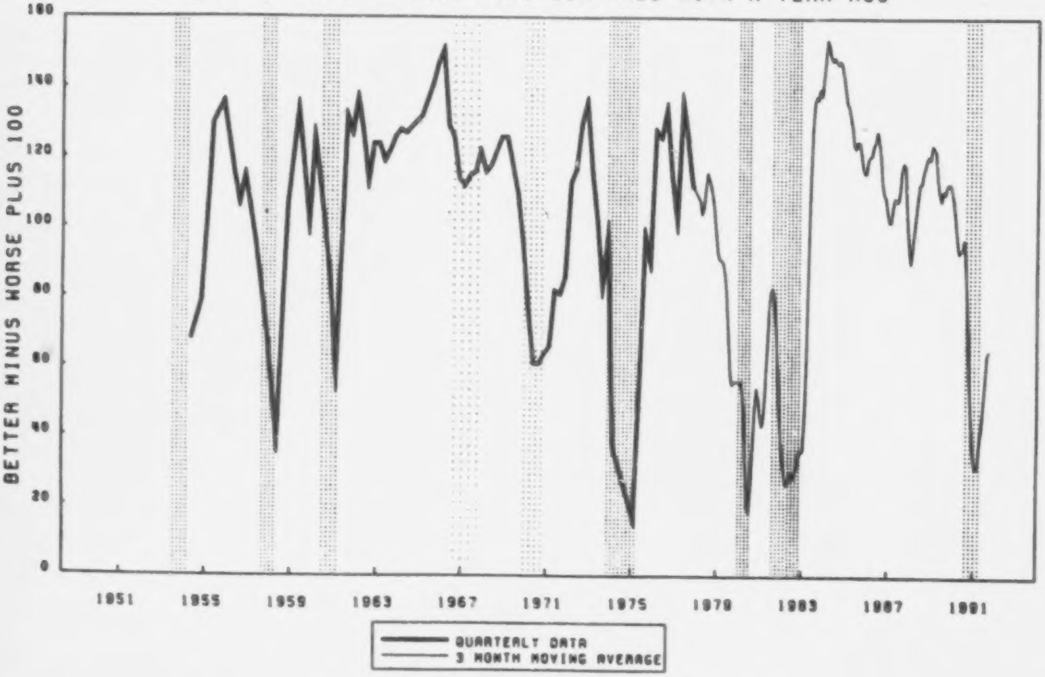


TABLE 12

CURRENT BUSINESS CONDITIONS COMPARED TO A YEAR AGO

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
BETTER NOW	22%	15%	13%	11%	8%	11%	15%	18%	18%	25%	24%	29%	27%
SAME	13	8	11	9	10	9	8	7	8	10	11	11	10
WORSE NOW	62	74	75	79	81	78	75	74	72	64	64	59	62
DK,NA	3	3	1	1	1	2	2	1	2	1	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Would you say that at the present time business conditions are better or worse than they were a year ago?"

CHART 13 - RECENT CHANGES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

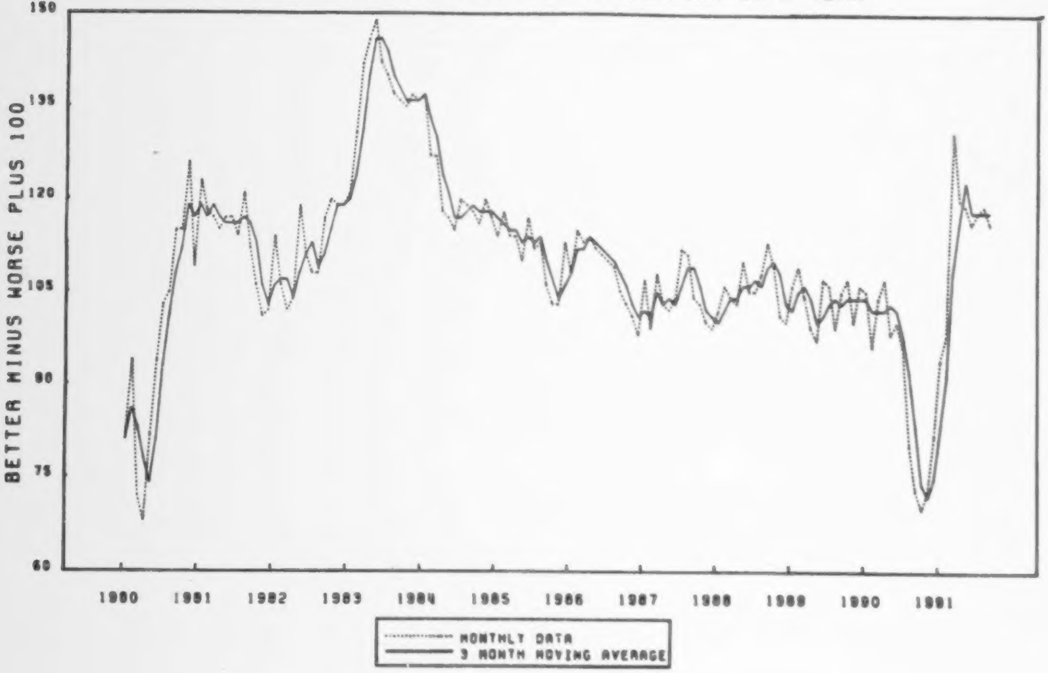


CHART 13 - HISTORICAL SERIES
EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

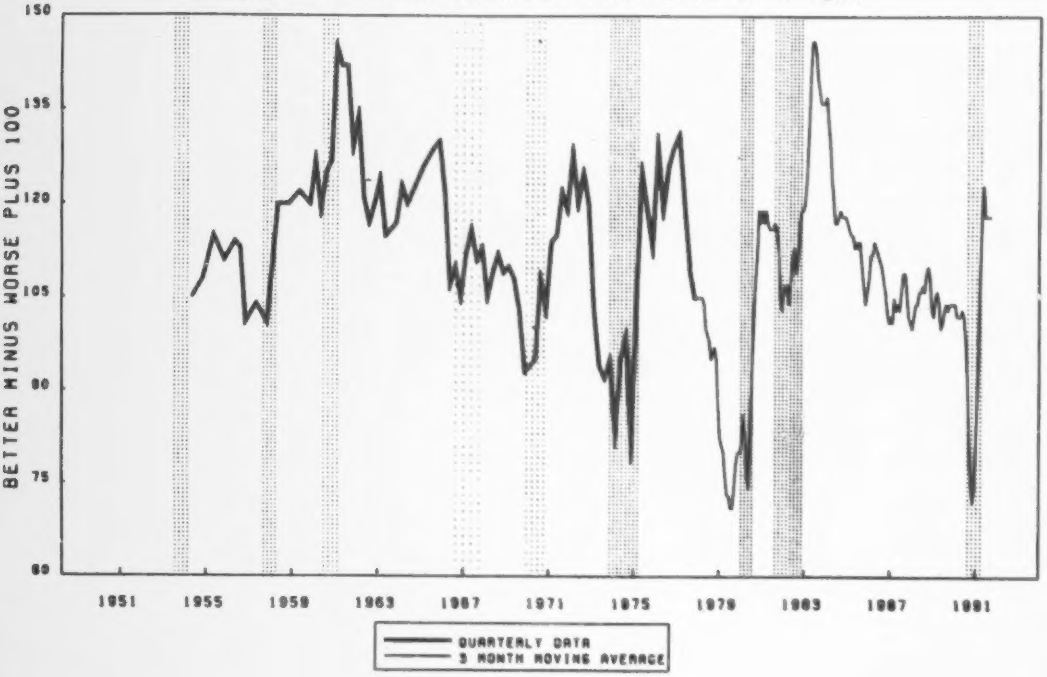


TABLE 13

EXPECTED CHANGE IN BUSINESS CONDITIONS IN A YEAR

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
BETTER	11%	13%	14%	17%	24%	27%	44%	36%	36%	33%	35%	32%	31%
SAME	50	41	43	44	41	41	40	46	44	48	46	53	53
WORSE	38	43	41	35	30	29	13	16	17	17	17	13	15
DK,NA	1	3	2	4	5	3	3	2	3	2	2	2	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at present, or just about the same?"

CHART 14 - RECENT CHANGES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

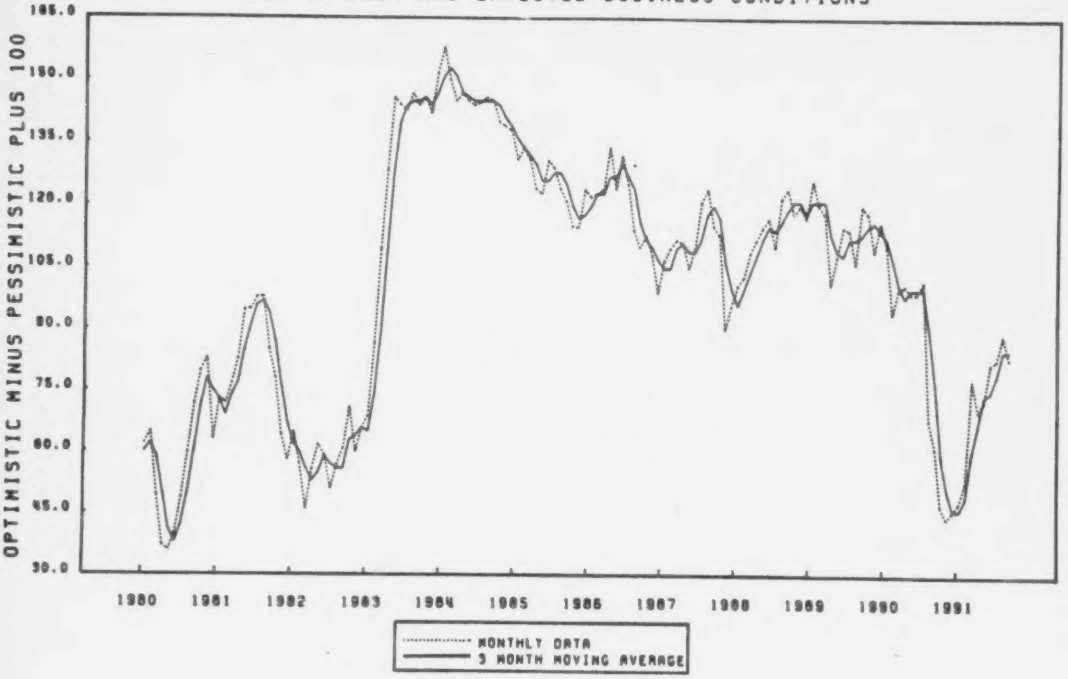


CHART 14 - HISTORICAL SERIES
TREND IN PAST AND EXPECTED BUSINESS CONDITIONS

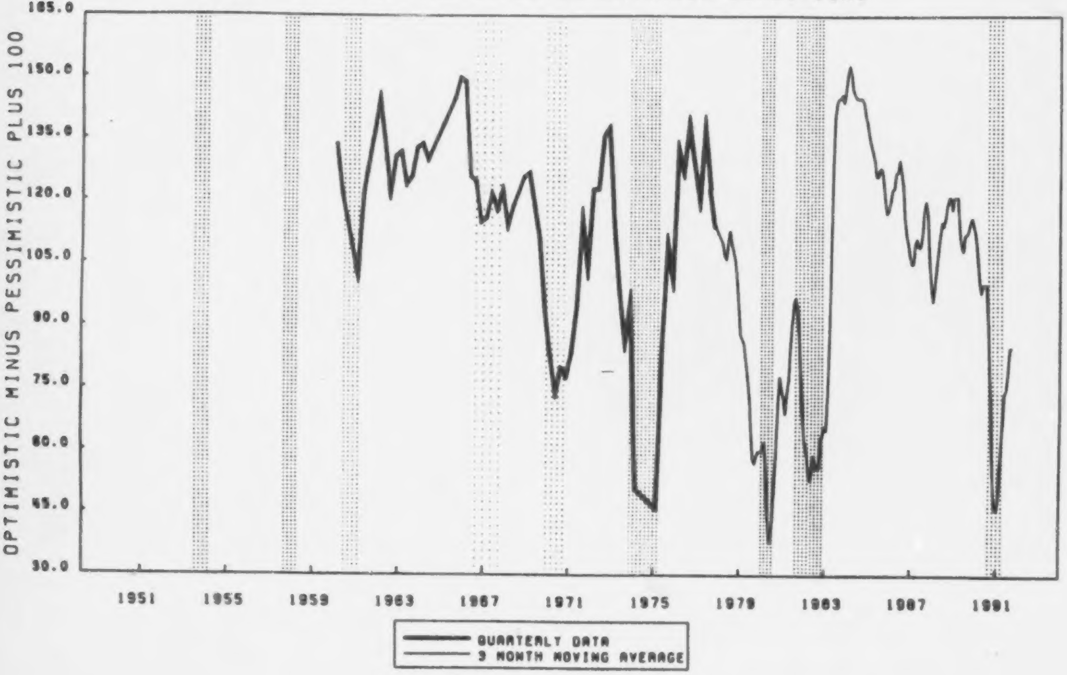


TABLE 14

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

TREND:	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
Continuous increase (a)	3%	3%	2%	2%	2%	5%	7%	8%	8%	12%	12%	13%	11%
Intermittent increase(b)	16	10	9	9	6	6	12	10	11	15	15	18	19
Remain unchanged (c)	9	5	5	4	6	4	3	4	4	6	6	7	5
Intermittent decline(d)	27	28	34	35	34	34	29	35	31	30	28	30	34
Continuous decline (e)	31	38	33	30	26	24	12	13	15	15	16	12	13
Mixed change (f)	10	10	14	14	21	22	33	26	27	19	19	17	16
DK,NA	4	6	3	6	5	5	4	4	4	3	4	3	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

Combination of the responses to the questions on Tables 12 and 13.

Key: (a) Better than a year ago/Better a year from now
(b) Better/Same or Same/Better
(c) Same/Same
(d) Worse/Same or Same/Worse
(e) Worse/Worse
(f) Worse/Better or Better/Worse

CHART 15 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

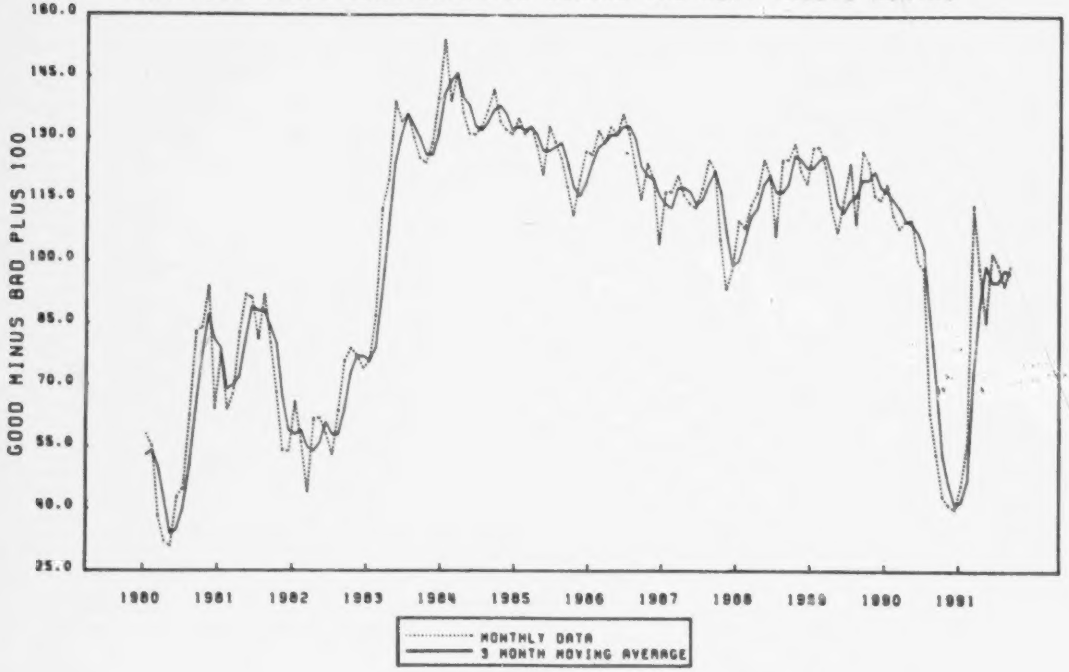


CHART 15 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED DURING THE NEXT TWELVE MONTHS

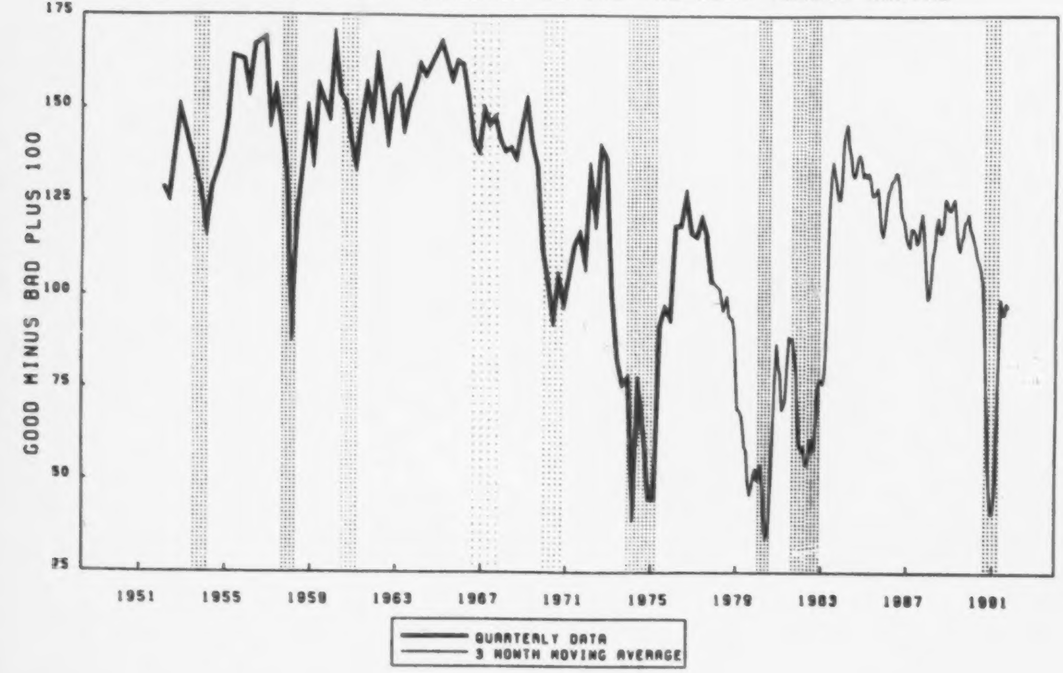


TABLE 15

BUSINESS CONDITIONS EXPECTED DURING THE NEXT 12 MONTHS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIMES	18%	14%	15%	12%	16%	20%	48%	40%	34%	41%	41%	36%	38%
UNCERTAIN; GOOD & BAD	3	3	2	4	5	4	5	6	3	4	4	4	6
BAD TIMES	65	71	74	72	70	64	35	42	49	39	42	42	39
DON'T KNOW	8	5	3	5	5	7	5	4	4	6	6	6	6
NOT ASCERTAINED	6	7	6	7	4	5	7	8	10	10	7	12	11
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Now turning to business conditions in the country as a whole--do you think that during the next 12 months we'll have good times financially, or bad times or what?"

CHART 16 - RECENT CHANGES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

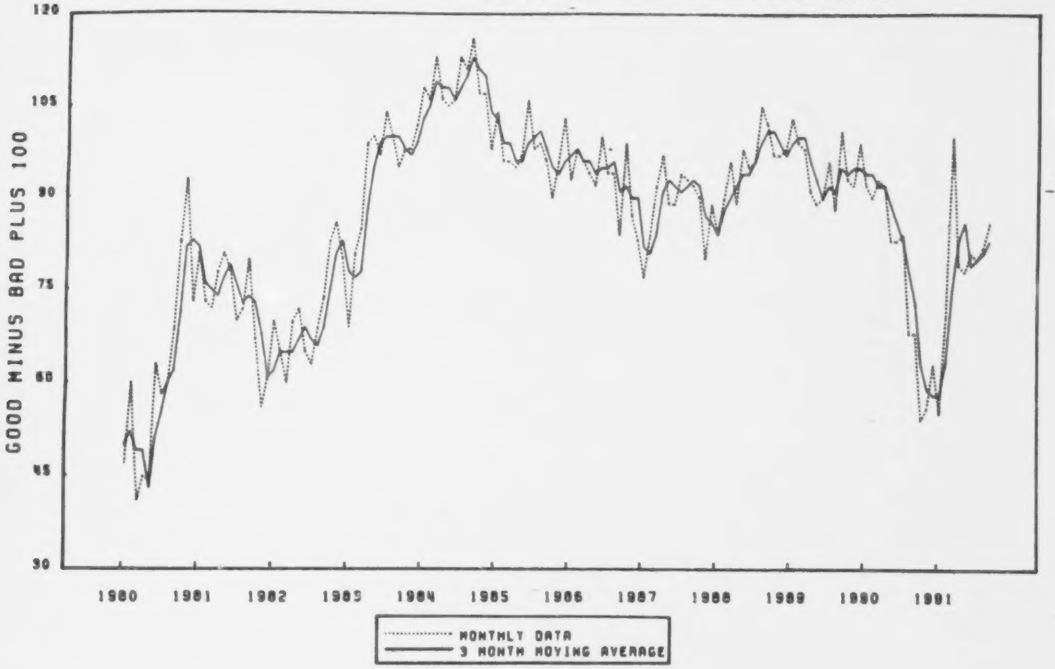


CHART 16 - HISTORICAL SERIES
BUSINESS CONDITIONS EXPECTED FOR THE NEXT FIVE YEARS

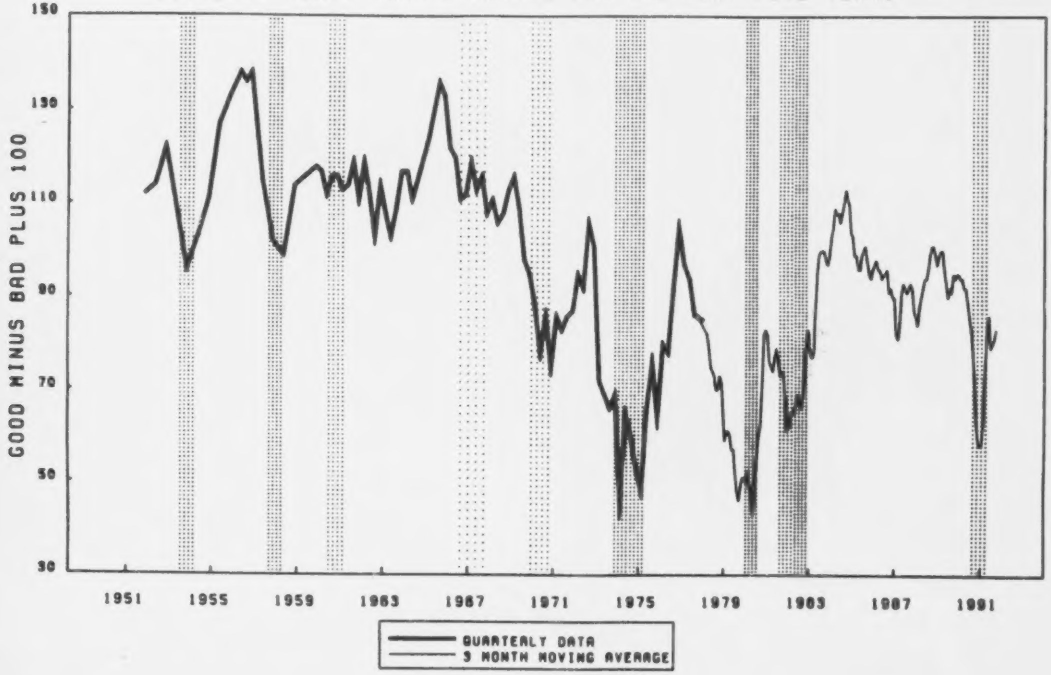


TABLE 16

BUSINESS CONDITIONS EXPECTED DURING THE NEXT FIVE YEARS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIMES	25%	19%	18%	24%	18%	26%	38%	30%	30%	30%	28%	30%	35%
UNCERTAIN; GOOD & BAD	14	10	15	11	15	14	16	14	14	16	19	14	10
BAD TIMES	57	65	62	61	63	55	38	51	52	49	48	48	49
NOT ASCERTAINED	4	6	5	4	4	5	8	5	4	5	5	8	6
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next 5 years or so, or that we will have periods of widespread unemployment or depression, or what?"

CHART 17 - RECENT CHANGES
EXPECTED CHANGE IN UNEMPLOYMENT

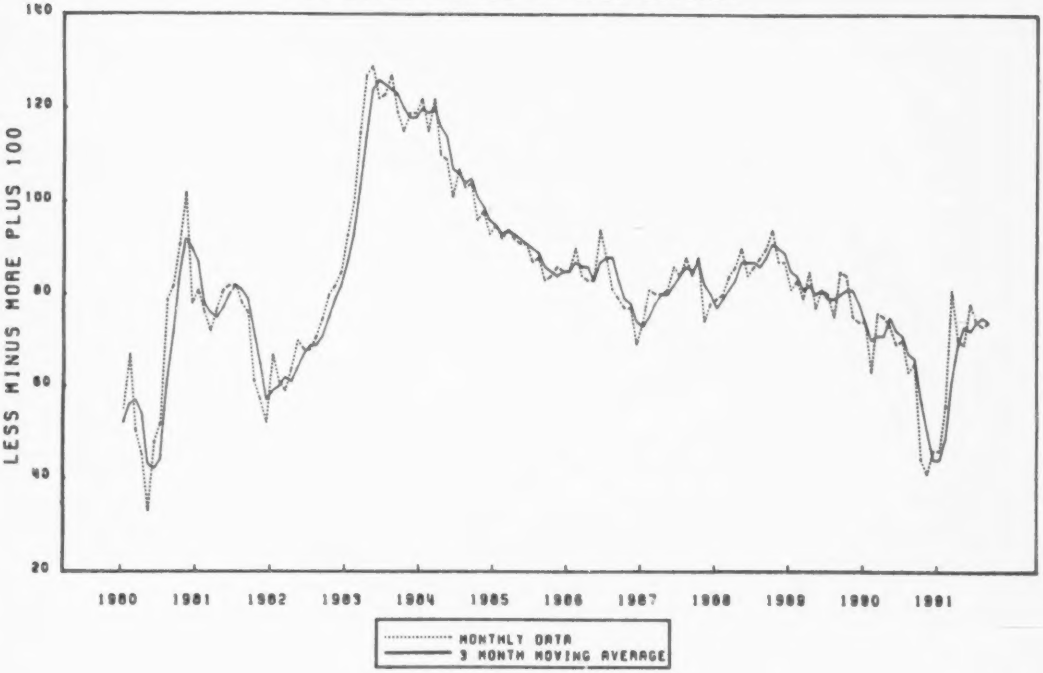


CHART 17 - HISTORICAL SERIES
EXPECTED CHANGE IN UNEMPLOYMENT

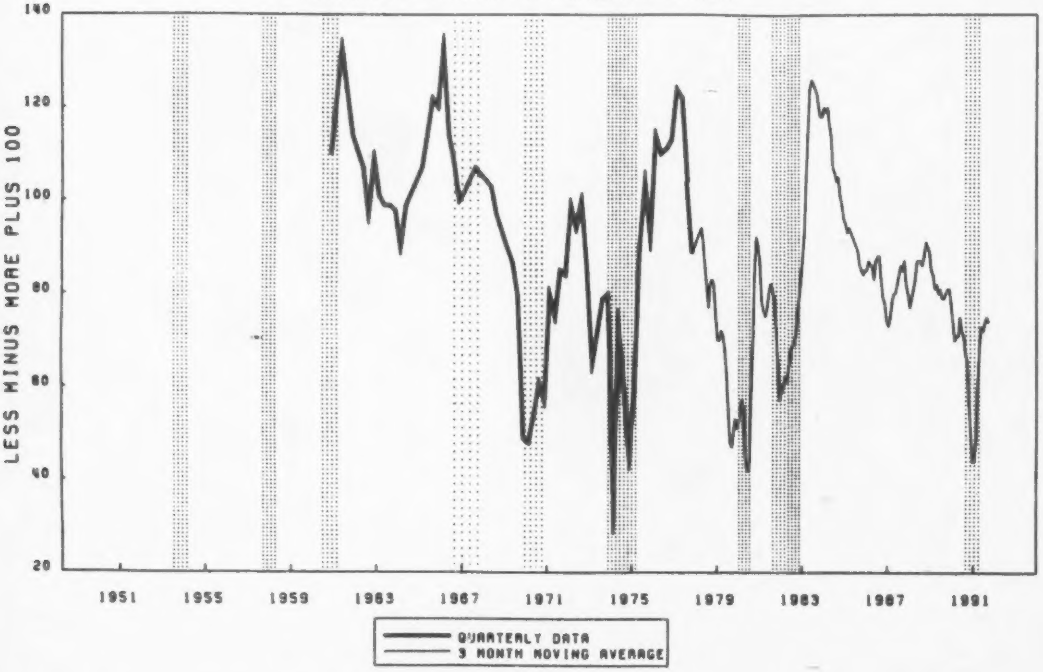


TABLE 17

EXPECTED CHANGE IN UNEMPLOYMENT

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
LESS	9%	6%	5%	6%	8%	12%	17%	15%	12%	14%	13%	13%	12%
SAME	45	30	30	34	29	31	46	39	44	48	48	45	50
MORE	44	62	64	60	62	56	36	45	43	36	39	40	38
DK,NA	2	2	1	*	1	1	1	1	1	2	*	2	*
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "How about people out of work during the coming 12 months--do you think that there will be more unemployment than now, about the same, or less?"

* : Less than half of one percent.

CHART 18 - RECENT CHANGES
EXPECTED CHANGE IN INTEREST RATES

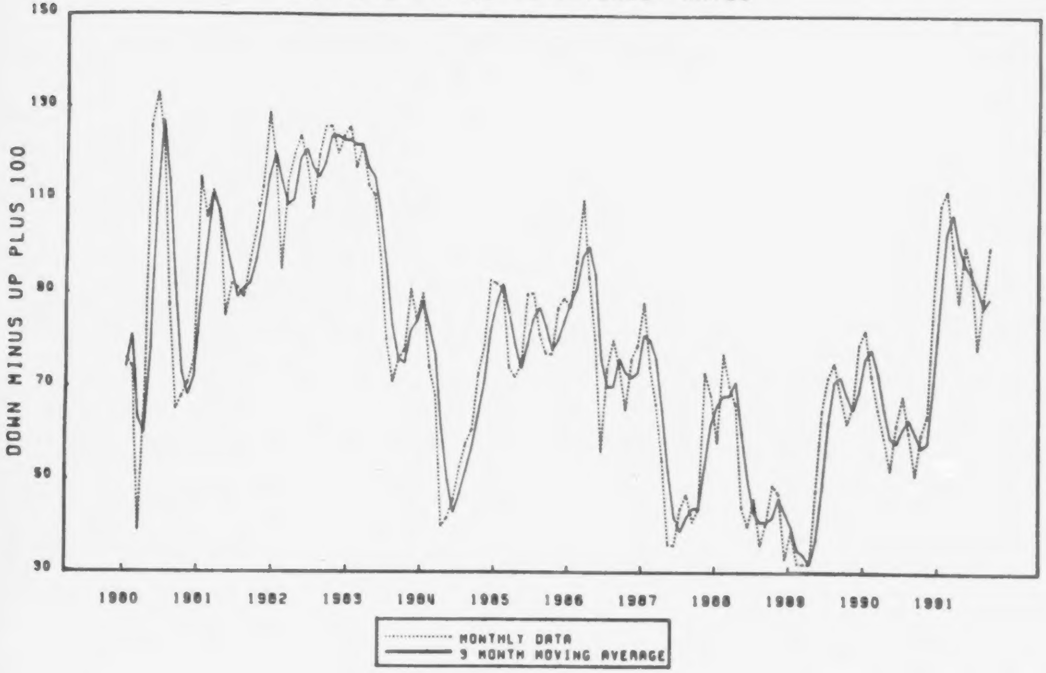


CHART 18 - HISTORICAL SERIES
EXPECTED CHANGE IN INTEREST RATES

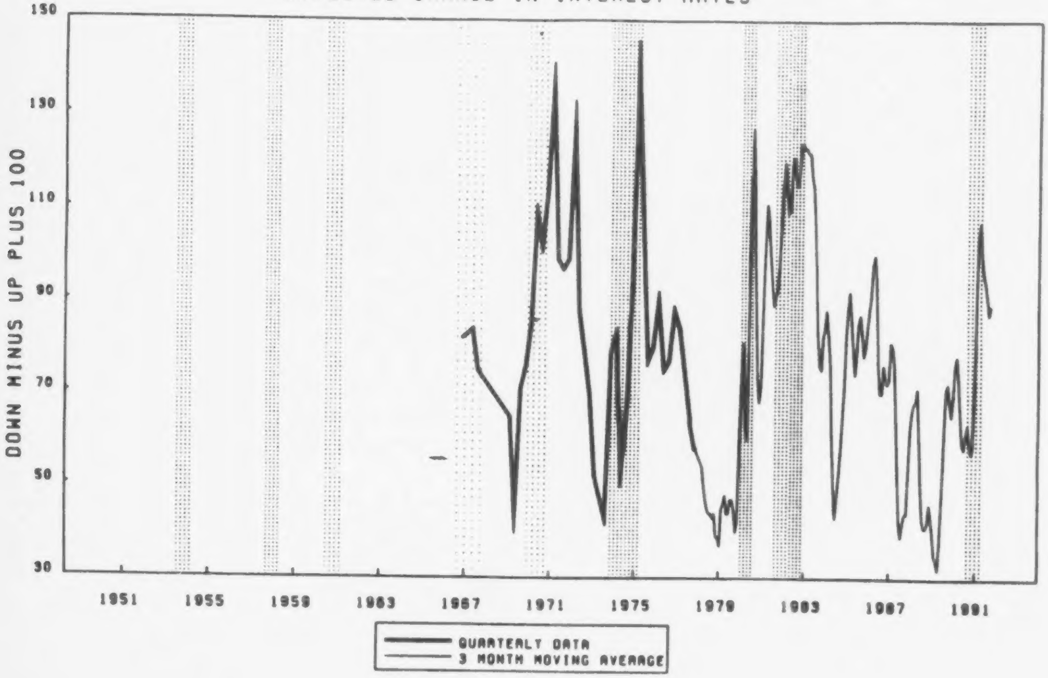


TABLE 18

EXPECTED CHANGE IN INTEREST RATES

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GO UP	63%	57%	57%	43%	33%	31%	35%	40%	33%	34%	43%	38%	30%
STAY THE SAME	21	24	20	23	21	23	28	30	32	34	33	33	38
GO DOWN	14	17	21	32	42	43	35	28	33	29	21	27	30
DK,NA	2	2	2	2	4	3	2	2	2	3	3	2	2
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "No one can say for sure, but what do you think will happen to interest rates for borrowing money during the next 12 months--will they go up, stay the same, or go down?"

CHART 19 - RECENT CHANGES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

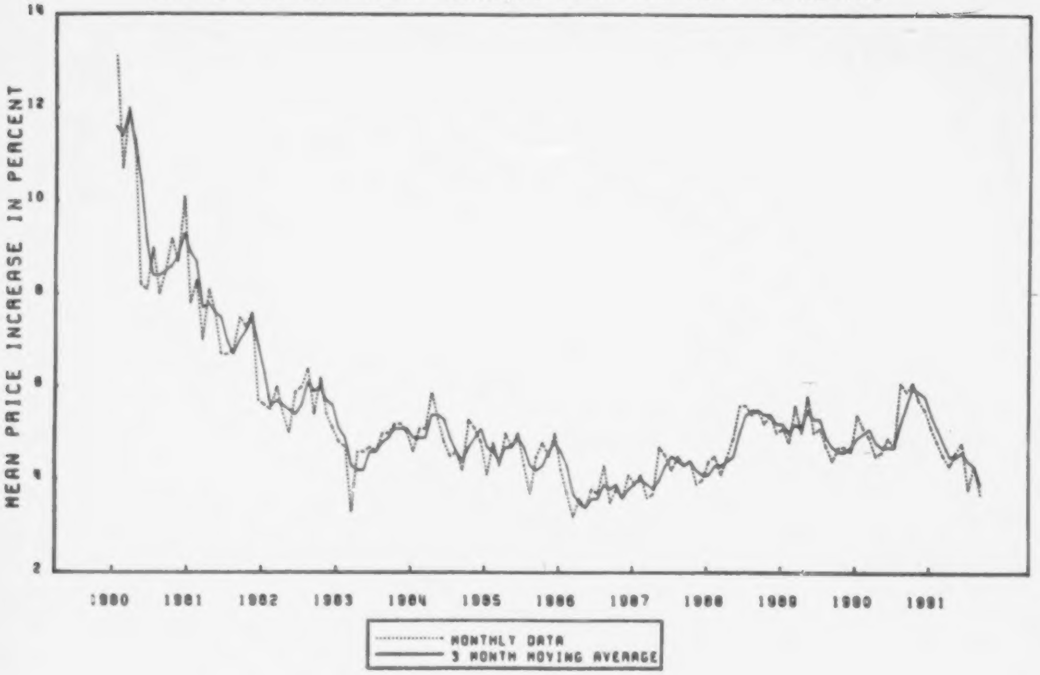


CHART 19 - HISTORICAL SERIES
MEAN EXPECTED PRICE INCREASE OVER THE NEXT 12 MONTHS

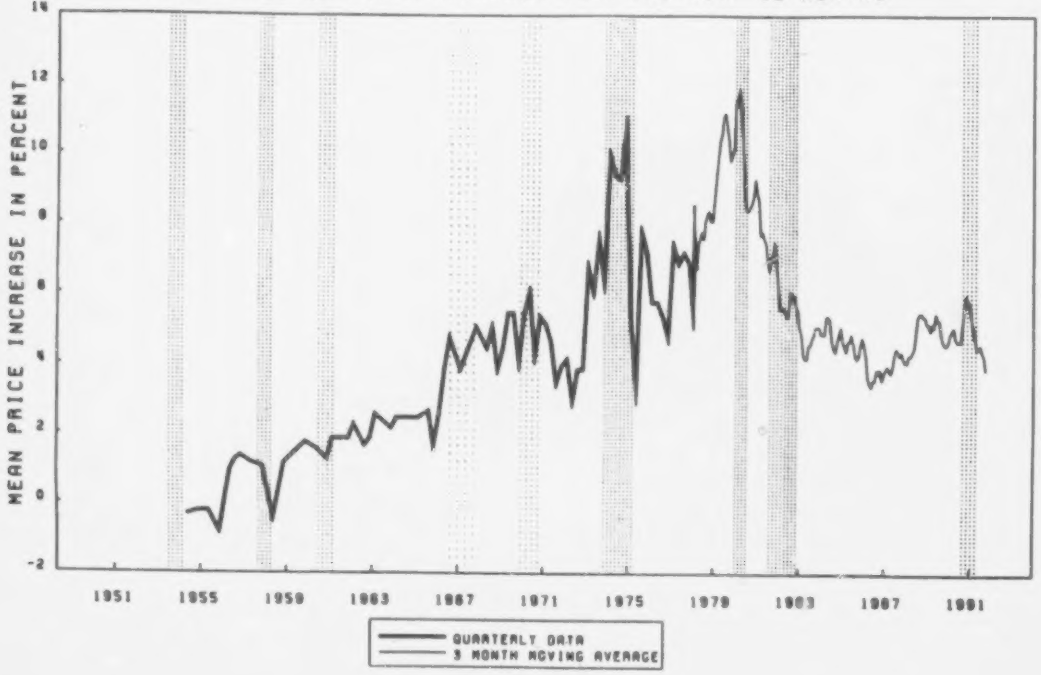


TABLE 19

EXPECTED CHANGE IN PRICES DURING THE NEXT 12 MONTHS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
SAME OR DOWN	9%	10%	14%	18%	21%	25%	27%	25%	24%	16%	22%	22%	23%
WILL GO UP BY:													
1-2%	15	11	12	11	11	12	14	12	16	20	18	16	17
3-4%	19	18	19	16	19	18	16	22	19	19	19	18	23
5%	21	22	18	21	16	18	19	18	17	18	17	21	17
6-9%	13	13	13	12	10	7	6	7	6	6	7	7	6
10-14%	11	12	14	10	9	9	9	7	7	10	8	7	7
15% or more	7	7	6	7	7	6	5	6	6	5	2	3	2
DK how much up	5	6	4	5	6	4	3	3	4	4	6	5	4
DK,NA	*	1	*	*	1	1	1	*	1	2	1	1	1
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN INCREASE	5.9	6.1	5.7	5.5	5.1	4.8	4.5	4.3	4.6	4.8	3.8	4.3	3.7
VARIANCE	46	43	43	52	46	52	46	43	57	47	21	43	25
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The questions were: "During the next 12 months, do you think that prices in general will go up, or go down, or stay where they are now?" and "By about what percent do you expect prices to go up, on the average, during the next 12 months?"

* : Less than half of one percent.

CHART 20 - RECENT CHANGES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

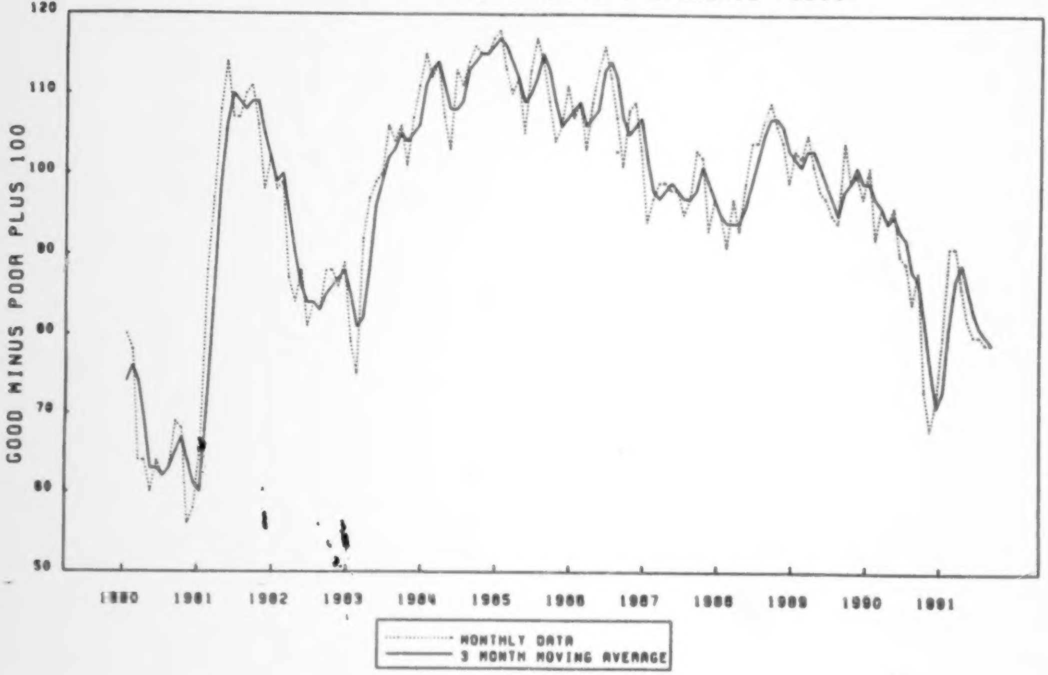


CHART 20 - HISTORICAL SERIES
OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

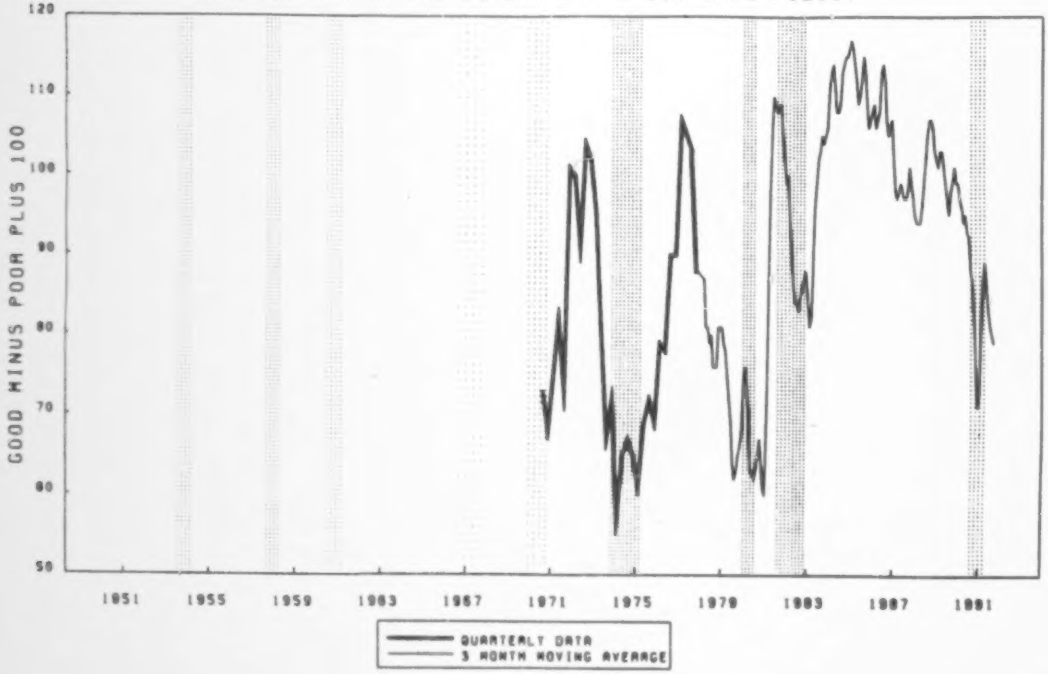


TABLE 20

OPINIONS ABOUT THE GOVERNMENT'S ECONOMIC POLICY

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
A GOOD JOB	14%	11%	8%	10%	11%	15%	18%	11%	13%	11%	13%	11%	9%
ONLY FAIR	59	49	49	50	58	58	53	61	54	55	53	54	58
A POOR JOB	26	38	40	38	31	24	27	25	31	31	33	32	30
DK,NA	1	2	3	2	*	3	2	3	2	3	1	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "As to the economic policy of the government--I mean steps taken to fight inflation or unemployment--would you say the government is doing a good job, only fair, or a poor job?"

* : Less than half of one percent.

CHART 21 - RECENT CHANGES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

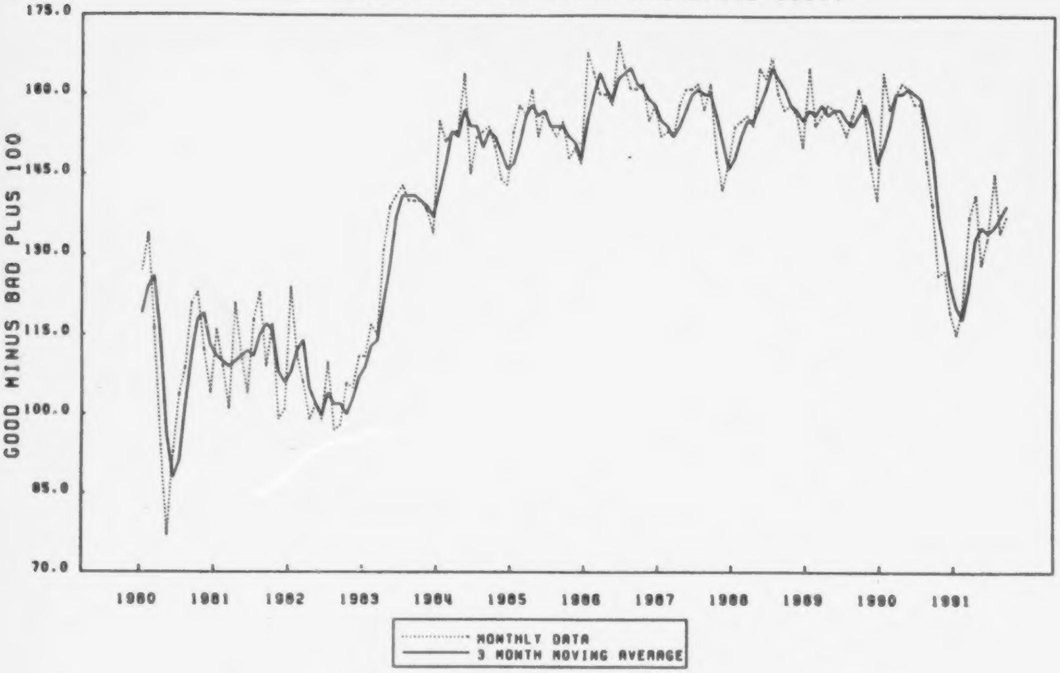


CHART 21 - HISTORICAL SERIES
BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

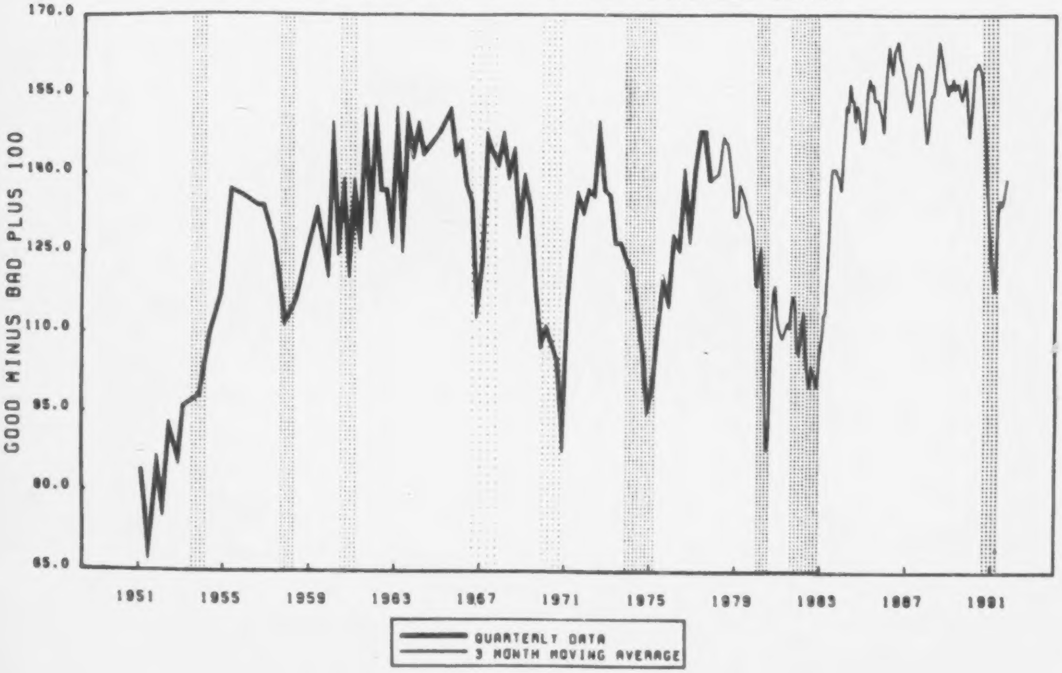


TABLE 21

BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY	66%	58%	61%	55%	53%	54%	63%	67%	61%	62%	68%	63%	65%
UNCERTAIN, DEPENDS	7	10	5	9	9	12	11	7	6	9	9	8	7
BAD TIME TO BUY	27	32	34	36	38	34	26	26	33	29	23	29	28
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?"

CHART 22A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

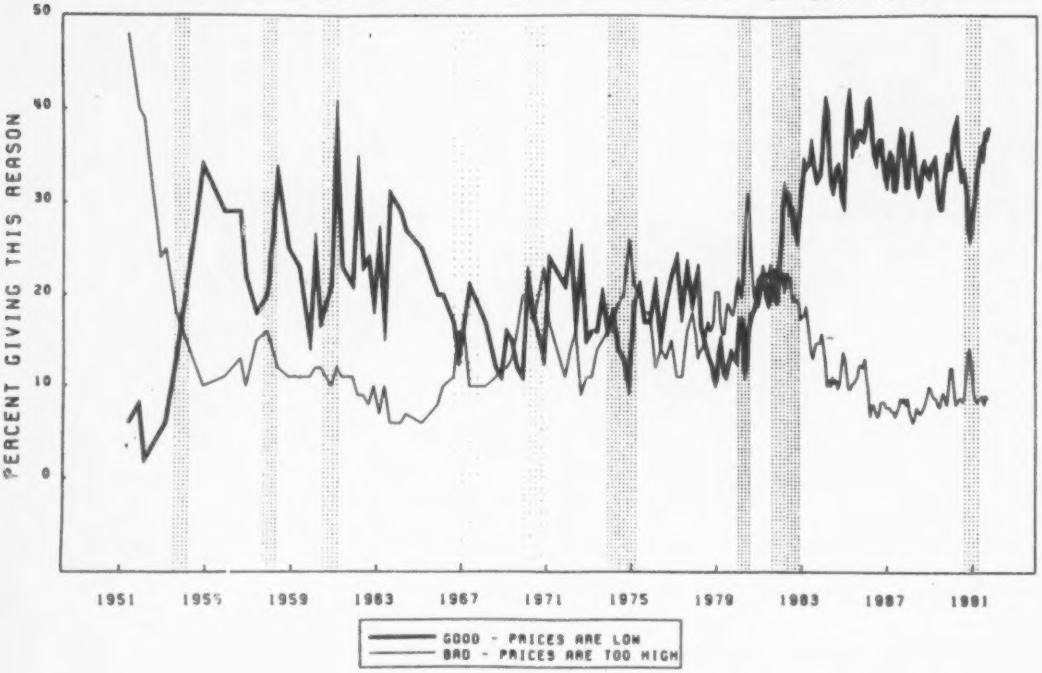


CHART 22B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

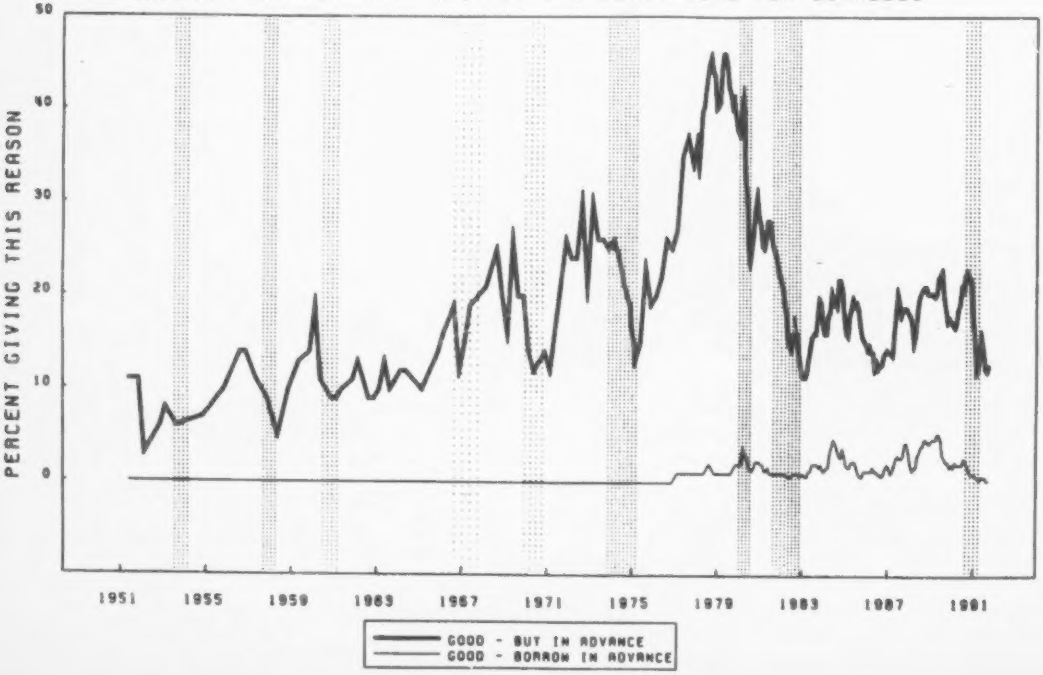


TABLE 22

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD GOODS +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	26%	26%	27%	30%	31%	33%	36%	35%	36%	34%	42%	35%	37%
Prices won't come down; are going higher	24	19	23	14	11	10	15	18	14	11	12	13	13
Interest rates are low	3	2	1	3	3	3	7	7	8	8	6	7	9
Borrow-in-advance of rising interest rates	1	1	1	1	1	*	1	*	1	1	*	*	1
Times are good; prosperity	2	2	1	2	1	4	2	4	1	2	2	3	2
BAD TIME TO BUY:													
Prices are high	14	16	12	9	8	9	8	9	9	9	6	12	8
Interest rates are high; credit is tight	5	5	5	6	6	6	5	6	5	5	5	5	3
Times are bad; can't afford to buy	7	8	8	11	10	15	10	10	13	13	8	11	14
Bad times ahead; uncertain future	8	11	13	17	19	13	8	9	11	10	9	9	10

Responses to the query: "Why do you say so?" following the question on Table 21.
+ : May add to more than 100% due to multiple mentions.

CHART 22C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR DURABLES

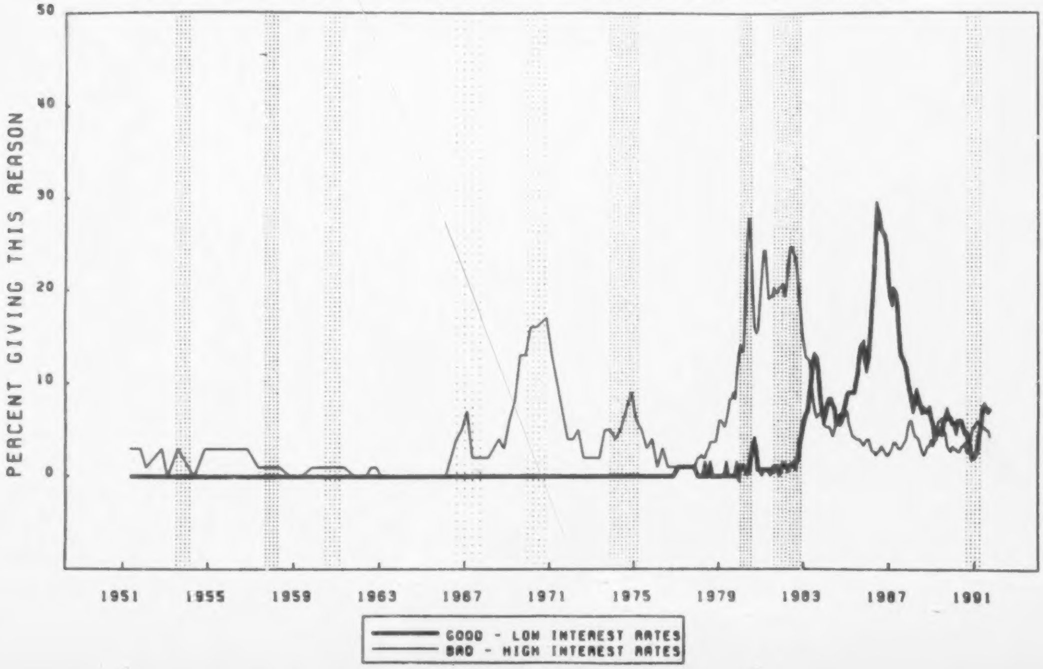


CHART 23 - RECENT CHANGES
BUYING CONDITIONS FOR HOUSES

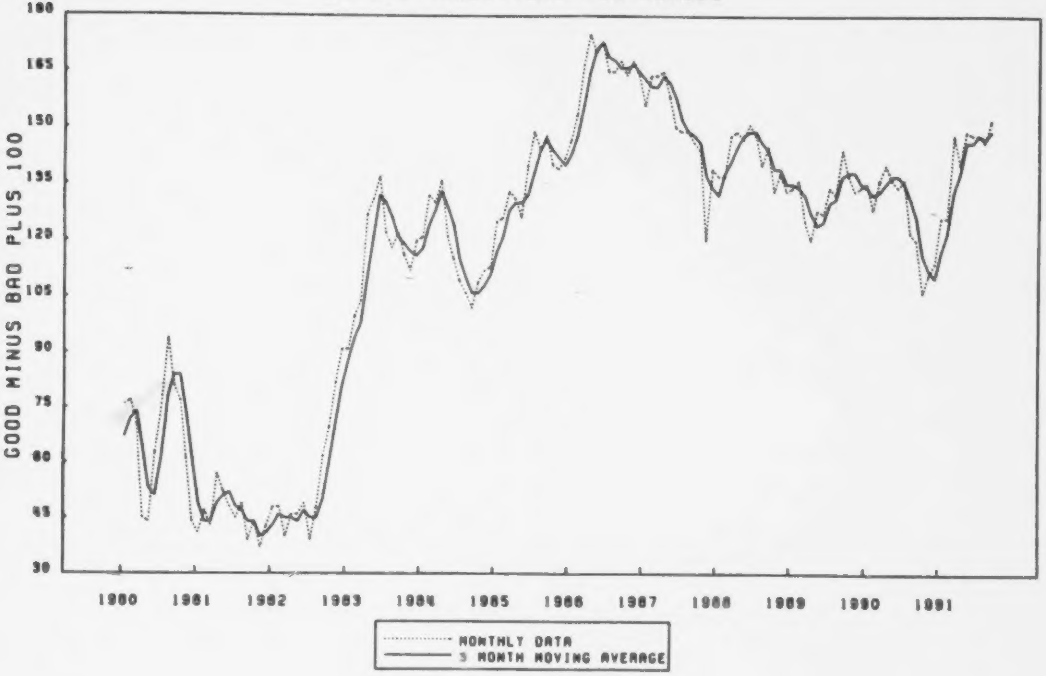


CHART 23 - HISTORICAL SERIES
BUYING CONDITIONS FOR HOUSES

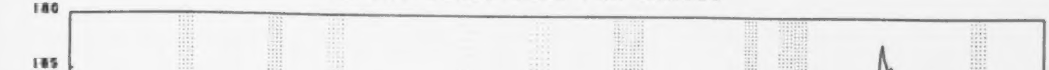


TABLE 23

BUYING CONDITIONS FOR HOUSES

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY	58%	50%	54%	55%	61%	61%	73%	67%	74%	72%	73%	72%	74%
UNCERTAIN, DEPENDS	4	6	3	4	4	4	2	6	1	4	2	2	4
BAD TIME TO BUY	38	44	43	41	35	35	25	27	25	24	25	26	22
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Generally speaking, do you think now is a good time or a bad time to buy a house?"

CHART 24A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

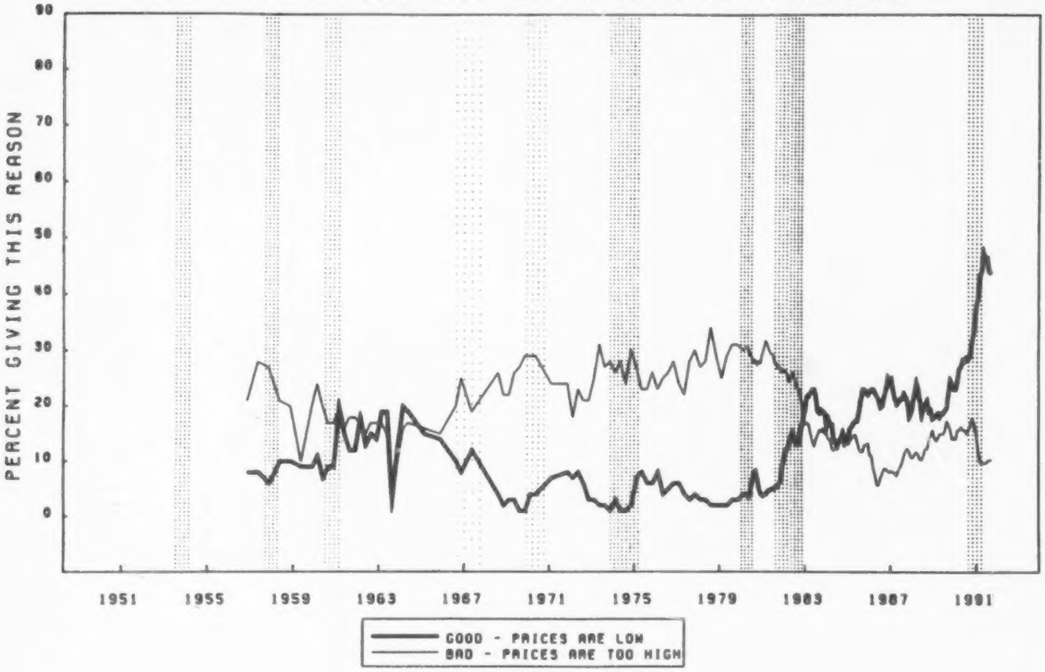


CHART 24B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

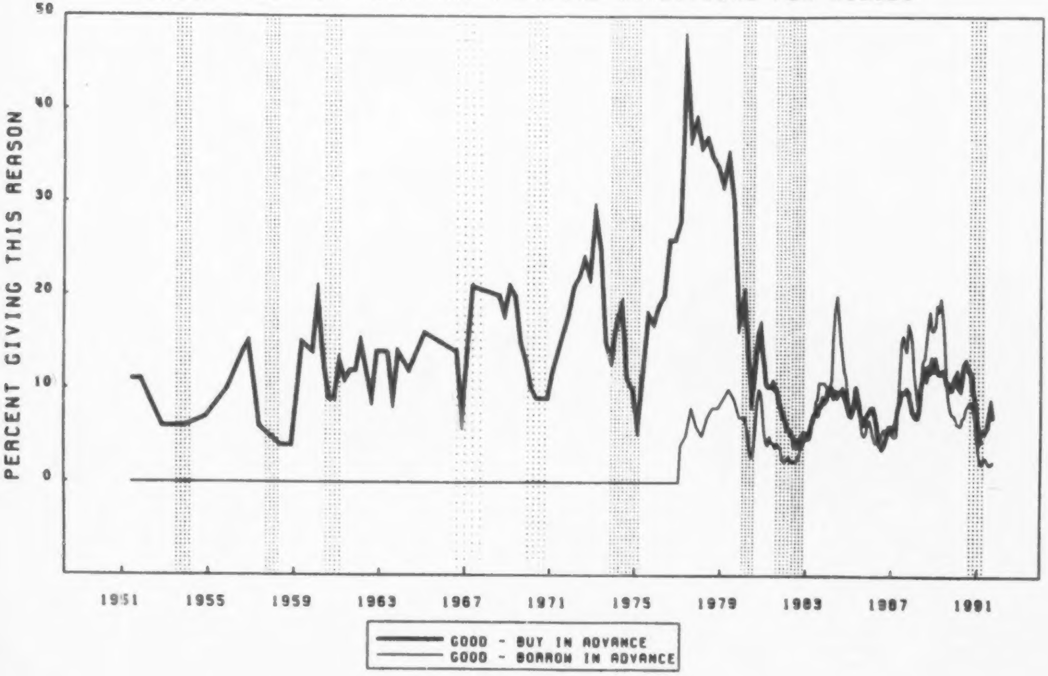


TABLE 24

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	30%	34%	34%	38%	42%	39%	49%	44%	49%	45%	45%	42%	44%
Prices won't come down; are going higher	11	7	9	5	4	5	7	4	6	8	8	9	4
Interest rates are low	15	11	13	17	31	31	43	43	40	39	39	39	45
Borrow-in-advance of rising interest rates	9	6	5	4	1	2	3	3	2	2	2	2	3
Good investment	7	3	6	3	4	4	3	3	6	6	6	5	8
Times are good; prosperity	1	1	1	1	1	1	2	2	2	1	2	3	3
BAD TIME TO BUY:													
Prices are high	17	18	17	13	11	9	9	11	9	9	12	10	9
Interest rates are high; credit is tight	22	22	20	20	14	12	8	8	9	10	9	10	8
Times are bad; can't afford to buy	7	10	10	10	10	11	11	15	11	11	10	11	11
Bad times ahead; uncertain future	4	12	12	11	10	12	5	4	4	4	4	6	4

Responses to the query: "Why do you say so?" following the question on Table 23.
+ : May add to more than 100% due to multiple mentions.

CHART 24C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR HOUSES

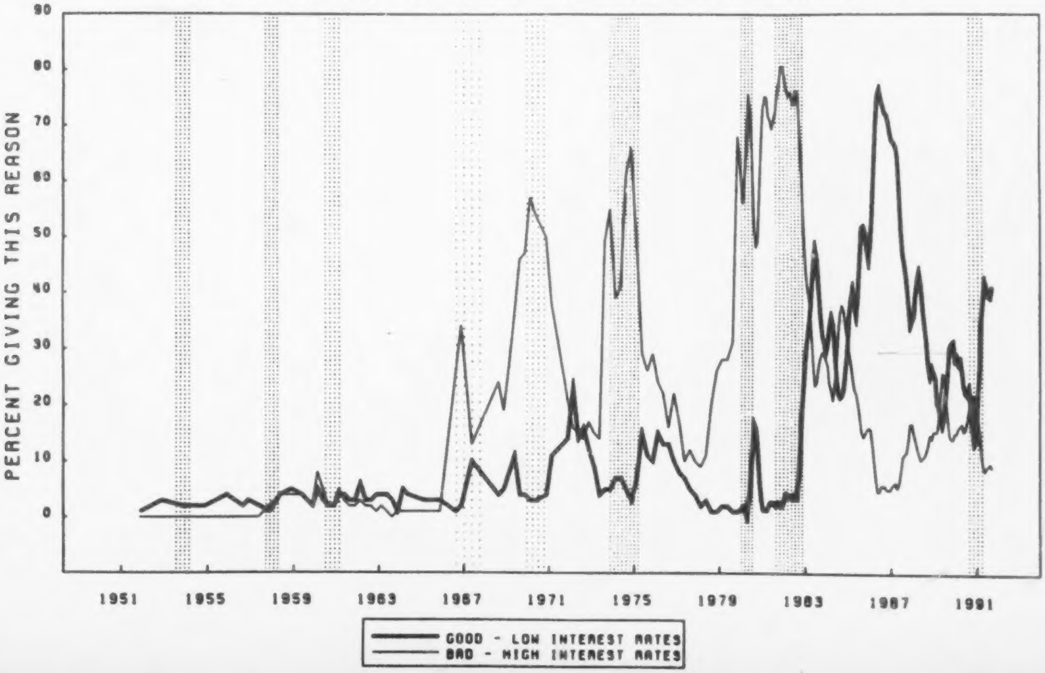


CHART 25 - RECENT CHANGES
BUYING CONDITIONS FOR CARS

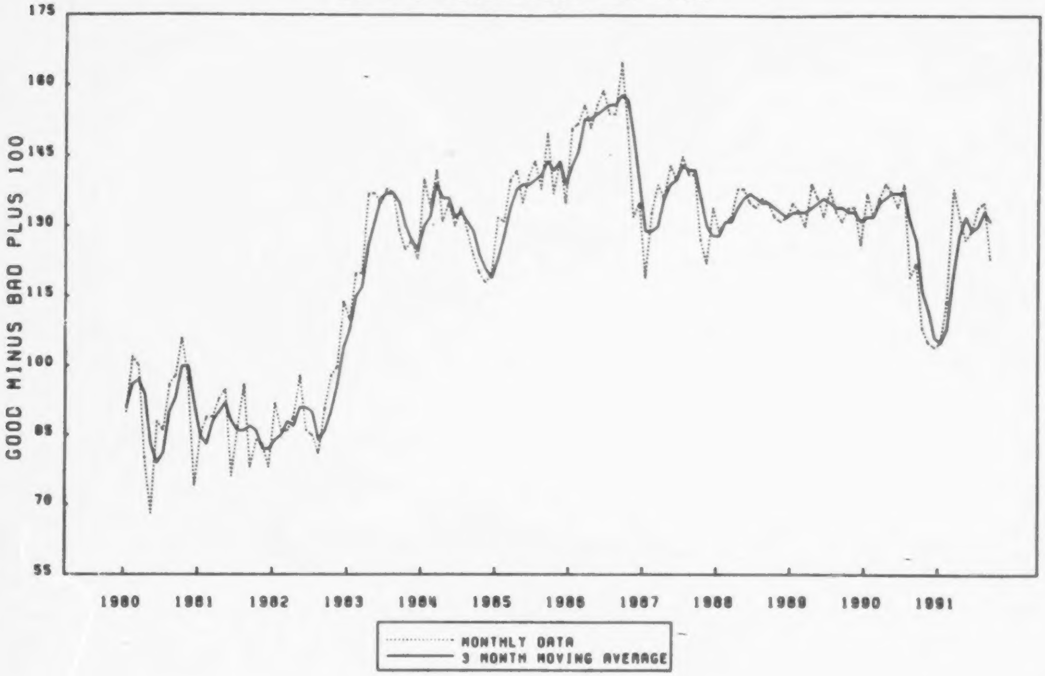


CHART 25 - HISTORICAL SERIES
BUYING CONDITIONS FOR CARS

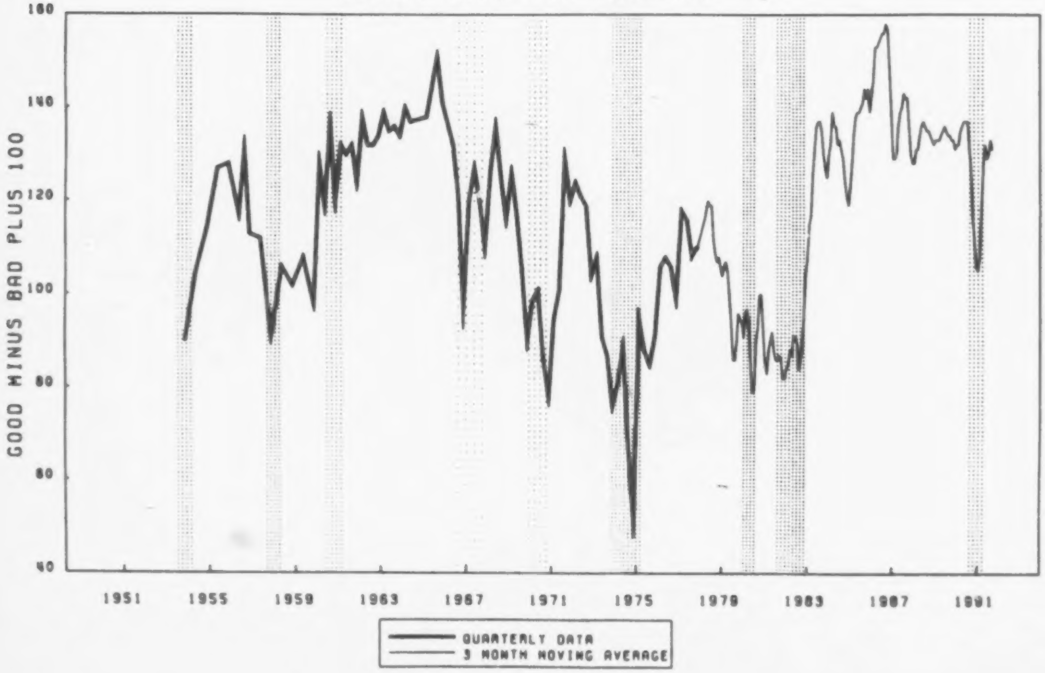


TABLE 25

BUYING CONDITIONS FOR CARS

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY	59%	50%	50%	47%	48%	53%	66%	63%	61%	61%	64%	64%	58%
UNCERTAIN; DEPENDS	4	8	5	10	9	8	6	6	5	7	6	7	7
BAD TIME TO BUY	37	42	45	43	4[illegible]	39	28	31	34	32	30	29	35
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	502	503	501	504	531	504	504	501	500	501	502	500	500

The question was: "Speaking now of the automobile market--do you think the next 12 months or so will be a good time or a bad time to buy a car?"

CHART 26A - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

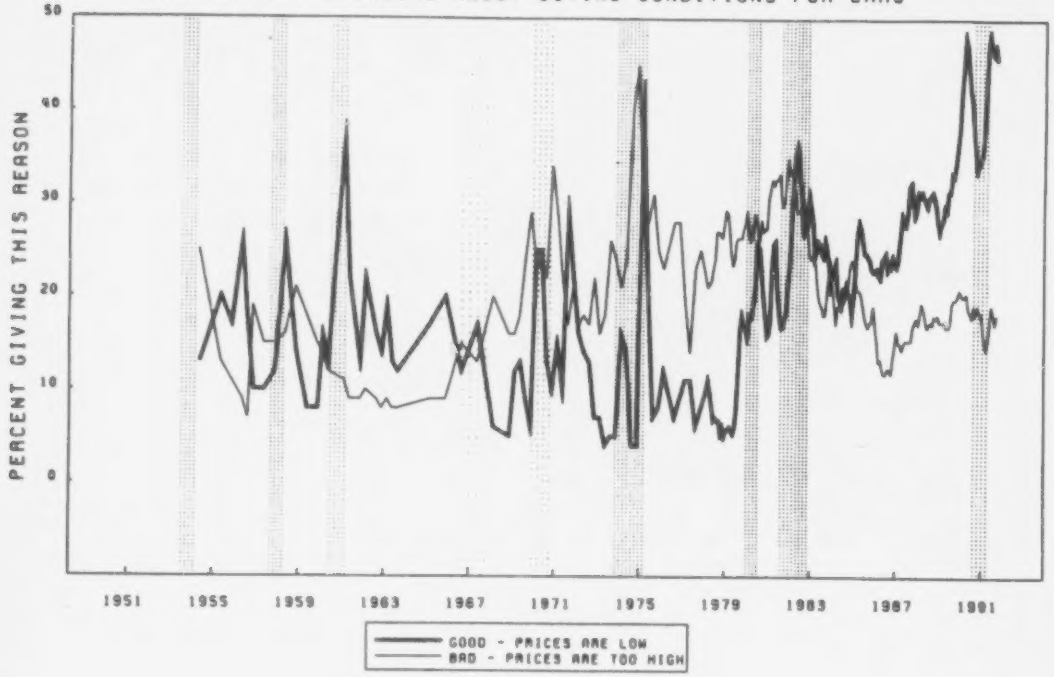


CHART 26B - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS

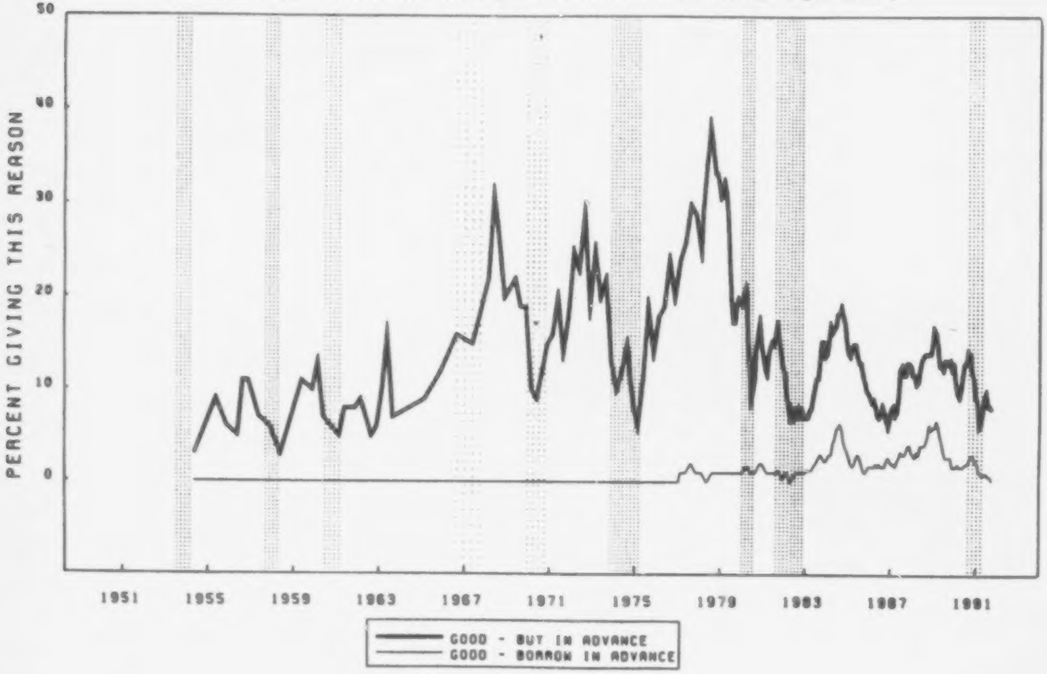
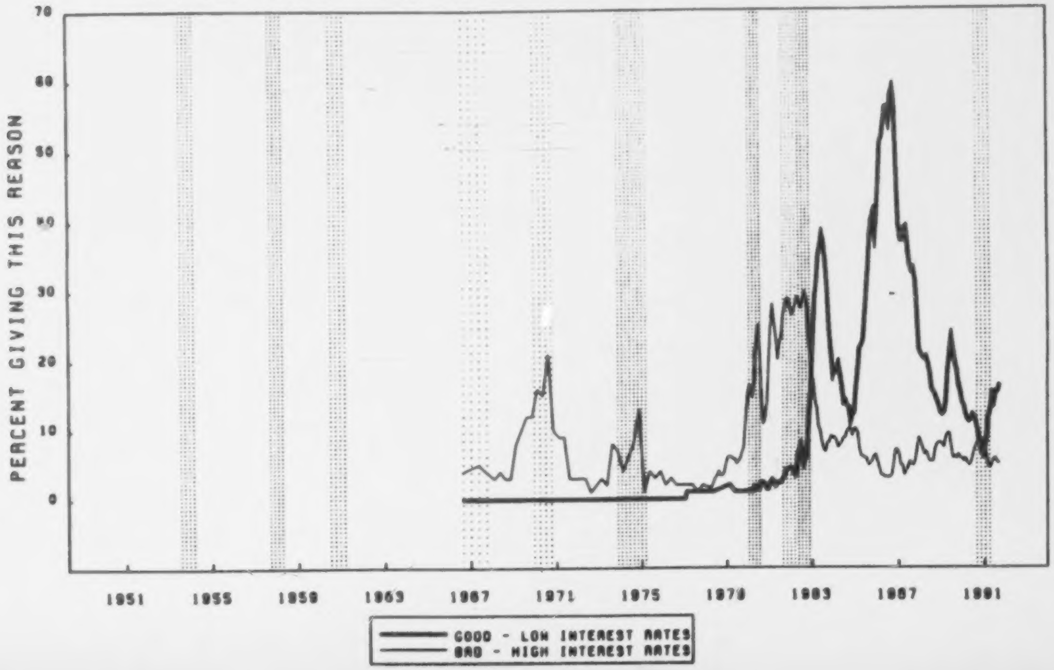


TABLE 26
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS +

	Sept 1990	Oct. 1990	Nov. 1990	Dec. 1990	Jan. 1991	Feb. 1991	Mar. 1991	Apr. 1991	May 1991	June 1991	July 1991	Aug. 1991	Sept 1991
GOOD TIME TO BUY:													
Prices are low; good buys available	34%	35%	34%	36%	36%	43%	48%	51%	46%	43%	50%	48%	39%
Prices won't come down; are going higher	13	8	13	7	7	4	8	11	8	10	7	8	9
Interest rates are low	9	5	5	8	9	10	16	12	16	13	17	16	16
Borrow-in-advance of rising interest rates	3	3	2	2	2	*	1	1	1	1	*	1	*
Times are good; prosperity	1	1	1	1	2	1	2	1	1	1	2	1	2
New fuel efficient models	4	2	1	1	1	1	1	*	1	*	*	*	*
BAD TIME TO BUY:													
Prices are high	17	19	19	17	15	14	14	18	19	20	15	16	23
Interest rates are high; credit is tight	7	8	10	7	6	4	3	6	6	5	6	4	5
Times are bad; can't afford to buy	4	8	6	7	11	11	9	11	10	9	6	9	10
Bad times ahead; uncertain future	5	10	10	13	12	10	4	4	4	5	7	5	5
Price of gas; shortages	10	12	7	7	5	5	1	*	*	*	1	*	*
Poor selection; quality	3	4	4	2	2	3	3	2	2	2	1	2	1

Responses to the query: "Why do you say so?" following the question on Table 25.
+: May add to more than 100% due to multiple mentions. *: Less than half of one percent.

CHART 26C - HISTORICAL SERIES
REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR CARS



EXPLANATORY CHARTS

CHART 1 - RECENT CHANGES

THE INDEX OF CONSUMER SENTIMENT

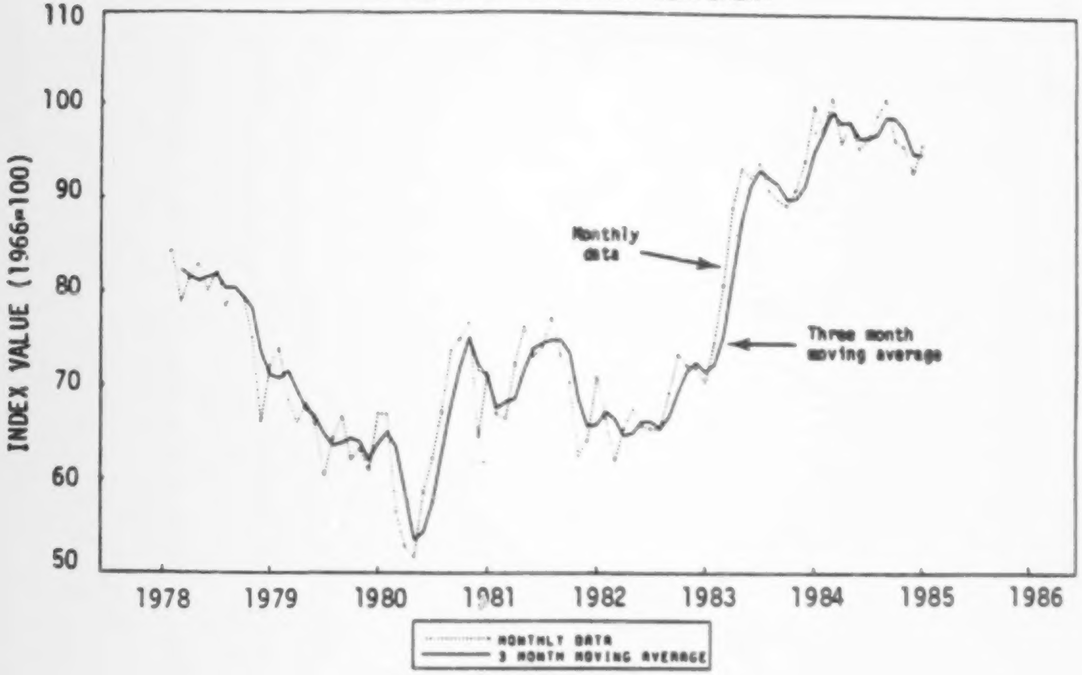
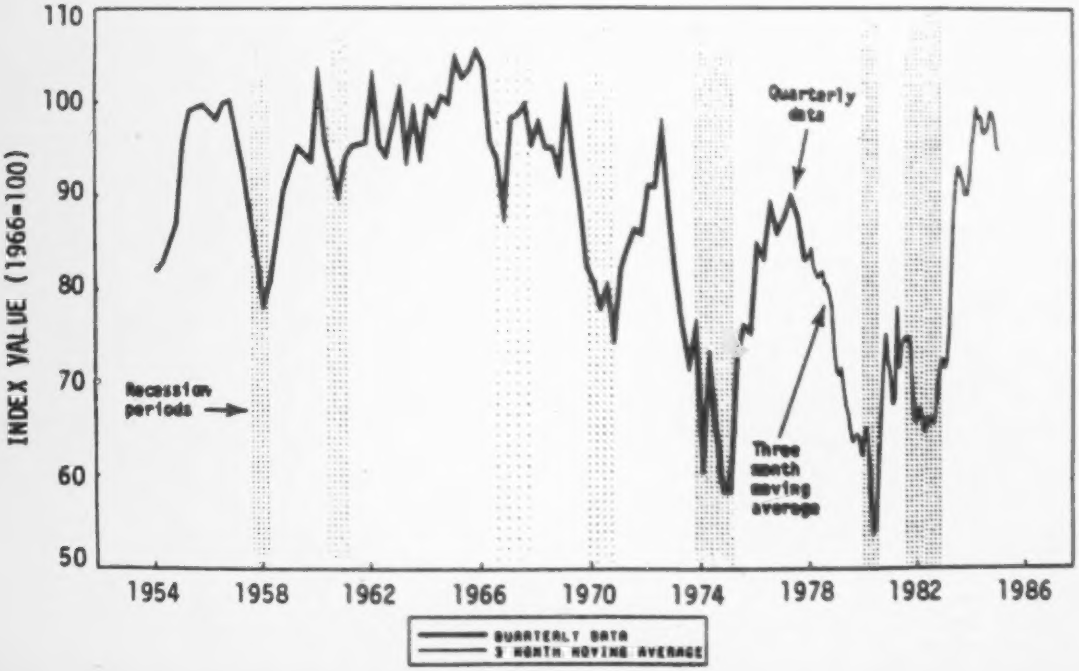


CHART 1 - HISTORICAL SERIES

THE INDEX OF CONSUMER SENTIMENT



DESCRIPTION OF CHARTS

DATA POINTS

QUARTERLY DATA:	Data collected by surveys conducted at three month intervals before 1978.
MONTHLY DATA:	Data collected by surveys conducted each month since January of 1978.
THREE-MONTH MOVING AVERAGE:	Each point plotted represents the average of the three monthly observations ending at the date plotted.

TIME SCALE

Each tic mark on the time scale represents the month of January for the indicated year.

RECESSION PERIODS

November	1948 -	October	1949
July	1953 -	May	1954
August	1957 -	April	1958
April	1960 -	February	1961
June	1966 -	November	1967*
December	1969 -	November	1970
November	1973 -	March	1975
January	1980 -	July	1980
July	1981 -	November	1982
August	1990 -		

Recession dates are determined by the National Bureau of Economic Research.

RECESSION PERIOD:	Reduction in the national output of goods and services, generally lasting at least two quarters
*GROWTH RECESSION:	Retardation in the rate of growth of output and employment (usually followed by a recession and always the initial stage of a recession).

RECOMMENDED ALLOWANCE FOR SAMPLING ERROR OF A PERCENTAGE

(Sampling Error Allowance in Percentage Points[1])

For Estimated Percentage Near	Number of Interviews											
	100	200	300	400	500	750	1000	1250	1500	2000	2500	3000
1% or 99%	2.2	1.6	1.3	1.1	1.0	0.8	0.7	0.6	0.6	0.5	0.4	0.4
5% or 95%	4.9	3.5	2.8	2.4	2.2	1.8	1.5	1.4	1.3	1.1	1.0	0.9
10% or 90%	6.7	4.8	3.9	3.4	3.0	2.4	2.1	1.9	1.7	1.5	1.3	1.2
20% or 80%	9.0	6.3	5.2	4.5	4.0	3.3	2.8	2.5	2.3	2.0	1.8	1.6
30% or 70%	10.3	7.3	5.9	5.1	4.6	3.7	3.2	2.9	2.6	2.3	2.0	1.9
40% or 60%	11.0	7.8	6.3	5.5	4.9	4.0	3.5	3.1	2.8	2.4	2.2	2.0
50%	11.2	7.9	6.5	5.6	5.0	4.1	3.5	3.2	2.9	2.5	2.2	2.0

[1] The figures in this table represent two standard errors. Hence, the chances are 95 in 100 that the true percentage lies within a range equal to the observed percentage, plus or minus the sampling error.